

Appendix G

City of Redmond 2004 Telephone Survey Results

Prepared for:

City of Redmond

July 2004

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EXECUTIVE SUMMARY

Introduction

In the past, the City of Redmond has received important feedback and information from residents on citizen satisfaction and service priorities through Community Forums. In 1998 the Mayor's Office decided that more input was needed prior to the biennial budget process, and the best way to do this was to contact a broader range of residents. Consequently, in 1998, the City hired Gilmore Research Group to conduct a telephone survey of residents and ask many of the same questions used in the Forum questionnaire. The results of this first survey were presented in August of 1998. Follow-up surveys of the baseline results derived in 1998 were conducted in 2000 and 2002. The current survey tracks opinion changes among residents over the course of the six-year period.

Gilmore Research interviewed 400 Redmond residents by telephone between May 17 and June 13, 2004. As found with the first study, random digit dialing was not practical because Redmond and Kirkland share telephone prefixes. To overcome this, a sample from the 98052 ZIP code was used. This survey has a maximum margin of error of 4.8% at the 95% level of confidence.

Purpose and Objectives

The overall purpose of the original 1998 telephone survey was to provide updates and broader results for many of the questions used in the Forum questionnaire to assist in development of the biennial budget. The purpose of this year's survey is the same, including additional information on how survey results compare over time. The questions in the survey cover the following broad research questions:

- How do residents perceive the quality of life in Redmond? Why do they have these perceptions?
- How satisfied are residents with specific City services such as policing, fire, transportation and parks? Where would they like to see more (or less) emphasis placed?
- What are residents' perceptions about growth and development in Redmond?
- What forms of City communications are residents aware of and use?

Methodology

Gilmore Research Group interviewed 400 Redmond residents by phone between May 17 and June 13, 2004. All interviewing was conducted from the Gilmore Research telephone center in Bremerton, Washington.

The questionnaire used was similar in most respects to those used in previous studies. Exceptions included the following:

- Questions about a proposed land use plan were eliminated from the survey in 2004.
- New questions were asked about the Redmond Fire Department's new advanced life support (ALS) services and residents' willingness to pay taxes.
- A series of questions measuring support or opposition to the City of Redmond's Transportation Plan were also added in the current study.

Questions were rotated to avoid potential "order bias". The average interview lasted 15 minutes. A copy of the questionnaire is included in the Appendix of this report.

Sample

As with the previous surveys, the City determined that the target sample was residents residing in the 98052 ZIP code, because the boundaries for this zip code closely resemble the Redmond city boundary.

Typically, random digit dialing would be used for a study such as this, so a brief explanation as to why it was not used is warranted. Though the ZIP code boundary closely resembles the City boundary, the telephone prefix boundaries do not. The result is that many residents share prefixes with residents of neighboring towns, predominantly Kirkland. During the original survey design, Gilmore Research suggested using a sample of directory-listed telephone numbers in the 98052 ZIP code. After weighing both the advantages and disadvantages of this approach, the City agreed.

The sampling method that was suggested (and chosen) assured that every household in the sample was in the 98052 ZIP code.¹ This not only provided a sample of residents that was particularly well defined, but also offered the benefit of a lower cost, because every phone contact was of use. (The disadvantage to this method stems from the fact that directory listings typically exclude those who choose not to be listed, those who have moved too recently to be listed and others without typical phone service.)

Gilmore Research again purchased the sample of listed telephone numbers from Survey Sampling, Inc. The overall response rate for this survey was 37%. This means that of all the eligible residents in the sample, 37% participated. All callable sample was attempted a minimum of 7 times.

Margins of Error and Statistical Testing

The maximum margin of error for the entire sample of 400 residents is $\pm 4.8\%$ at the 95% level of confidence. What this means is that we can be 95% confident that when using the entire sample, any reported percentage does not differ from the value reported by more than 4.8%.

As sample size decreases, the margin of error increases. Thus, sub-samples, such as demographic groups, will have larger margins of error. The margin of error for any given sub-sample will vary with relation to the sample size.

All comparisons among question replies in this year's results and the three previous surveys were tested for statistical significance using independent Z-tests.

¹ Respondents were also asked to confirm their residence in Redmond in the first question of the survey.

KEY FINDINGS

Quality of Life

- 87% of respondents gave a rating of “excellent” or “above average” when they were asked to rate the overall quality of life in Redmond; 12% said the quality of life in the city was “average.” These ratings compare closely to those given in the three previous studies.
- Asked why they gave the overall rating they did, respondents often mentioned liking the area in general and thinking it was a good place to live (13%). Specific mentions included: low crime and feeling safe (11%), the cleanliness of the city (8%), open spaces and trees (7%) and the friendliness of the residents (6%). Respondents also said they enjoyed the public services, like the park system (14%) and the schools (6%). Additional comments related to other amenities found in the city, such as being “close to everything” (11%), and specifically, proximity to shopping (8%), and outdoor recreational opportunities (7%).
- Negative remarks emerged in 21% of comments, mainly among the minority who rated the quality of the life in the city average or below average. While traffic congestion topped the list of complaints heard from the respondent group overall (8%), it dominated in the minds of residents who rated the quality of life in Redmond average or below average (29%).
- Good news can be found in the fact that the overall proportion of negative comments made by respondents dropped from 50% in 2000 to 21% currently. Specific complaints about traffic congestion dropped from 20% overall in 2000, to 12% in 2002, to 8% currently. Among residents who rated the quality of life in Redmond average or below average, specific complaints about traffic dropped dramatically (from 40% in 2000 to 24% in 2002 and up slightly in 2004 to 29%). Remarks about over development and too rapid growth dropped from 8% overall to just 2% in both 2002 and 2004. This suggests that these problems, chronic in rapidly growing populations, are somewhat less bothersome to Redmond residents today than they have been in the past.

Perceived Effect of Growth

- Residents who said they thought growth has been harmful to the quality of life in Redmond outnumbered those who said they thought it had improved it (39% and 34% respectively), and about one out of five (19%) said they thought growth had no effect on the quality of life in the city.
- In 2002 and again in 2004, the proportion that said they thought growth had no effect on Redmond (19% each) was a significant increase over the 2000 survey, when just 9% said they thought growth had no effect.

Residential Development Qualities

- 38% of residents said more emphasis should be placed on “controlling the height of new houses and apartments.” This is down significantly from 2002 when 46% favored more emphasis on the height of new construction. Many residents said more emphasis should be placed on “limiting how much of the lot is covered by a home” (36%).
- Over one-third (36%) said they thought the city should place more emphasis on “tree preservation in residential areas.” This proportion, while similar to results in 2002, is significantly lower than the 2000 results when 60% of respondents thought there should be more emphasis on tree preservation. The shift of opinion has meant increases in the current data in both those who say tree preservation is okay as it is now (48%) and those who said it should receive less emphasis (13%),

Communications

- Almost all residents (99%) continue to believe that it is important (“very” or “somewhat”) that the “city government keeps residents informed of city issues and decisions.” These results are approximately the same as those obtained in the previous surveys.

Government Access Television

- More than two-thirds (71%) said that they are aware of Channel 21. This is a dramatic decrease over the number who said they were aware of the Government Access channel (then Channel 27) in 2002 (83%). Previously, the proportion varied from 62% in 2000 to 82% in 1998.

- Among those who are aware of the station, 42% said that they tune in to watch it at least once a month. In 2002, 47% of residents aware of the station watched once a month or more, similar to the results obtained in 2000 and 1998.

Focus

- 89% of respondents said they were aware of Focus. This is nearly identical to the 87% in 2002; and, as it was then, this represents a significant increase over the number who said they were aware of Focus in 2000 (56%) and in 1998 (78%). As in 2000 and 2002, about two-thirds (64%) of those aware of the publication said they read or look at Focus “regularly.”

Redmond Home Page

- Nearly two in five (38%) said they have gone to the Redmond home page. This is significantly higher than the 27% of all respondents in 2002 and the 18% in 2000 who said they had visited the site.

Safety Around the City

- Virtually all residents said they feel safe walking around their neighborhood alone whether it is during the day (98%) or at night (91%).
- Although a solid majority of respondents said they feel safe walking alone in downtown Redmond at night (84%) that proportion is significantly lower than those who said they felt safe when walking around their neighborhood.
- Perceptions of feeling “very safe” walking around the neighborhood at night (53%) returned to proportions similar to those in 2000 (56%) and represent a significant increase compared to 2002 in which only 46% of residents felt “very safe”.
- When asked about walking alone in the neighborhood during the day, 84% of residents said they felt “very safe”, up from 79% in 2002 and nearly identical to the 85% who reported feeling “very safe” in 2000.

Negative Quality of Life Impacts in Redmond

- Unsafe driving by others (53%) and speeding traffic (43%) continue to be the top two problems that negatively affect residents’ quality of life. The proportion mentioning unsafe driving has significantly increased since 2000 (45%) while speeding traffic has remained virtually the same (40%).

Policing in Redmond

- More than three-quarters of all residents (79%) reported being “very satisfied” or “satisfied” with current policing in Redmond. Only 3% said that they were dissatisfied, to some degree, with policing in the city, and 14% were “neither satisfied nor dissatisfied.”
- Ratings of “very satisfied” with policing in Redmond have remained nearly the same since 2002 (35% currently, 36% in 2002) but represent a significant increase compared to 2000 (26%). Overall ratings for policing in the current survey compare closely to those obtained in 2002 and 1998.

Attributes of Policing

- Twenty-nine percent (29%) of all respondents said Block Watch deserved more emphasis than it currently has, 23% said the same for crime prevention programs in the schools, and 22% said neighborhood patrols should have more emphasis. Twenty-one percent (21%) would like to see more emphasis on personal safety education.
- Neighborhood aspects of policing were somewhat less important to respondents in this survey than in the 2002 survey. The current survey finds significantly fewer Redmond residents who said neighborhood patrols should get more emphasis than in 2002 (23% in 2004, versus 30% in 2002).
- Currently, significantly fewer Redmond residents (23%) said crime prevention programs in the schools should get more emphasis than in previous years (28% in 2002, 39% in 2000).
- The area of least concern continues to be general patrol in the business districts. Nearly three-quarters of all respondents (72%) said they thought this area of policing was okay as it is now. The results this year show that significantly more residents than in 2002 think that the current level of patrols is adequate (63% said levels were okay in 2002).
- Three areas of policing tend to gather large shares of non-opinion: crime prevention programs in schools, Block Watch crime prevention programs and general patrol in the business districts (33%, 22% and 19% “don’t know,” respectively). In 2002, significantly more respondents didn’t know how to respond to the query about patrols in the business districts (26%). It seems that more residents in this year’s study felt the patrols are adequate.

Redmond Police Contacts

- Two out of five residents (40%) said they'd had some contact with the police department within the past 24 months. Most of these contacts (82%) occurred with a police officer or detective, as either a telephone conversation or a face-to-face contact.
- More than eight in ten respondents with some contact with the police said they were very satisfied with that contact: 89% rated their contact with an Emergency Communications Center telephone operator "excellent" or "above average." Eighty-one percent (81%) gave this level of rating to their contact with the Redmond police officer or detective.
- The proportion of residents who have had contact with the police is exactly the same as 2002 (40%) and slightly, though not significantly, more of the contact was with an officer or detective either via the phone or in-person (82% currently compared to 77% in 2002). In 2004, residents with contact were as likely as were respondents in 2002 to characterize the contact as "excellent" or "above average".
- Almost three-quarters of all respondents (73%) expressed satisfaction with the attitudes and behavior of Redmond police officers toward citizens.

Fire Service in Redmond

- Opinion about overall satisfaction with fire response service in Redmond remains virtually unchanged over previous years: 70% of residents showed some degree of satisfaction, and only 1% said they were, in some way, dissatisfied.

Attributes of the Fire Department

- More than two-thirds of all respondents (67%) said the Fire Departments' *fire response time* is okay as it is now. This is significantly higher than the proportion in 2002 (60%) who felt the response time was adequate. The shift that occurred is reflected in fewer current respondents who were unable to give a response to the question (fewer said "don't know" – 23% in 2004 compared to 30% in 2002).
- The Fire Department's *emergency medical response time* remains as satisfactory to residents in 2004 (69% said okay as it is) as it was in 2002 (63%).
- While about one quarter of all residents said they think the city should place more emphasis on emergency preparedness education (25%) and fire prevention education (25%), many generally felt that most fire department services are okay as they are

now (51%-emergency preparedness and 55%-fire prevention education). One in five (20%) residents would like to see more emphasis on fire prevention safety inspections while most (54%) said inspections are okay as they are now. The proportion who said inspections are adequate has increased significantly since 2002 (47%).

- Ratings since the 2000 survey showed significant decreases occurring in the proportion of residents who said more emphasis should be placed on several services, including: emergency preparedness education, fire prevention education, and fire prevention safety inspections. Opinion for these items shifted towards the perception that the services seem to be okay as they are now.
- Many residents don't know whether the city should place more or less emphasis on any of the fire department services. The proportion of non-opinion about several department services has increased significantly over the first survey in 1998.

Redmond Fire Department Contacts

- Asked for the first time in 2004, one out of four residents (25%) said they'd had some contact with the fire department within the past 24 months. Most of these (81%) occurred with a firefighter or paramedic, as either a telephone conversation or a face-to-face contact.
- More than eight in ten respondents with some contact with the fire department, said they were very satisfied with their contacts: 83% rated their contact with an Emergency Communications Center telephone operator "excellent" or "above average." Ninety-nine percent (99%) gave this level of rating to their contact with the Redmond firefighter or paramedic.

Transportation and Traffic in Redmond

- 29% of Redmond residents said they were "very satisfied" or "satisfied" with transportation and traffic in Redmond. Fifty-three percent (53%) said they were "dissatisfied" or "very dissatisfied" (a slight but not significant increase compared to 2002 - 49%).
- Ratings of satisfaction with transportation and traffic have varied slightly over the six years of the study with one-quarter to one-third of residents expressing satisfaction (32% in 2002, 25% in 2000 and 32% in 1998).
- Ratings of "very dissatisfied" have significantly declined compared to the 2000 survey period: 11% said they were "very dissatisfied" with transportation and traffic in 2004, versus 10% in 2002, 21% in 2000 and 15% in 1998.

Attributes of Transportation and Traffic

- Three in five residents (61%) said they want the city to direct more emphasis to wider streets to handle traffic growth, while about two in five each said they would like to see more emphasis on commute trip reduction programs (44%), better transit service by regional agencies (41%), and better sidewalks and walkways (40%). Just over one-third (36%) said they would like more emphasis on improving bicycling facilities.
- Residents were most likely to say that traffic signals and street lighting are okay as they are now (67% and 71% respectively).
- Overall, these findings indicate support by residents for city planning efforts in traffic and transportation.

Parks and Recreation

- Asked about their overall satisfaction with Redmond parks, trails and open spaces, 90% of respondents said they were “very satisfied” or “satisfied.” These ratings are very comparable to those given in earlier surveys.
- 83% said they were “very satisfied” or “satisfied” with parks programs and events. These numbers are virtually unchanged from ratings in the three previous studies.

Attributes of the Park System

- More than half of all respondents (52%) said they thought that enhancements to the parks needed more emphasis in city planning. This is slightly higher than the 48% who gave the same response in 2002; however, both these recent proportions are significantly smaller than responses reported in 2000 (60%).
- Residents were about as likely now as were those in 2002 to say enhancements are okay as they are now (38% in 2004, 40% in 2002) but significantly more likely than were residents in 2000 (31%).
- Nearly two in five (38%) said that more emphasis should be placed on developing existing parklands (down from 42% in 2002), and 33% want more emphasis on purchasing land for parks (down from 35% in 2002). Twenty-seven percent (27%) said the city should focus more emphasis on teen programs or events (26% in 2002).
- Three in ten (59%) said that programs or events for seniors are okay as they are now. This is significantly higher than the 52% who said the same in 2002.

- Nearly three-quarters or more said maintenance of the current parks (72%), special events for the community (72%) and maintenance of plantings and flower pots along city streets (78%) were okay as they are now.
- While current results are very similar to 2002, as they did then, the following items showed significant decreases over both earlier surveys in the number who said more emphasis was needed in planning: purchasing land for parks, maintenance of flowers along city streets, programs or events for teens, and for seniors.
- These results suggest that while many Redmond residents continue to believe that the city should focus its attention primarily on parks enhancements, development of existing parklands, purchasing land for parks, and programs or events for teens, opinion about the need for more emphasis in many of these areas is beginning to soften and there has been a slight shift in favor of thinking things are okay as they are now.

Human Services

- Opinion is closely divided over whether three areas of human services deserve more emphasis or should remain as they are now. This division is similar to the results in 2002.
- In proportions similar to 2002, fewer residents believe the city should provide more emphasis to building partnerships with schools and businesses to meet the needs of residents (39%), giving funding to help agencies providing services to residents in need (48%), and to providing education or publicity about existing services (44%) than did residents in either 1998 or 2000.
- The general shift over the last six years is towards believing each of these areas of service is okay as it is now.

Property Tax Proposal

- When asked if they would consider raising property taxes by 30 cents per \$1000 of valuation in order to keep existing city services at current levels, residents expressed clear support with 63% saying yes, they would consider such an increase. Just under one-third (31%) said no, and 6% didn't know how they felt about such an increase.

Downtown Transportation Plan

- When asked about their support for completing the improvements in the Downtown Transportation Plan, more than half of residents (54%) supported that effort and only 4% opposed it. However, perhaps demonstrating some unfamiliarity with the goals of the plan, 29% of residents said they were neutral on the idea of completing the improvements; and more than one in ten (13%) said they “didn’t know” if they supported the Plan or not.
- When asked about specifics within the Plan, residents are most inclined to support efforts to work with regional agencies to improve regional transit to and from Redmond (78% “support” or “strongly support” such efforts) and to improve local bus service within Redmond (74%). Another effort that was favored by close to three-quarters of residents is a move to expand cooperative efforts with Redmond employers to reduce drive-alone commuting (73%).
- Seventy-two percent (72%) would like to see the city improve pedestrian safety and walkability of neighborhoods and commercial areas (30% “strongly support” and 42% “support”). Nearly two-thirds (64%) expressed support for improving the bicycling system by completing cross-town bike trails and lanes.
- Two efforts that would involve major construction projects received a good measure of support, with 69% supporting efforts to widen streets and build new streets to carry traffic growth and 61% favor extending Bear Creek Parkway to Redmond Way west of downtown. The one construction initiative which received the least support was the idea of converting Redmond Way and Cleveland Avenue in downtown to two-way travel. Just two in five (42%) residents supported this plan while 37% opposed it, and 18% said they were neutral on the subject.
- Over half of the residents (55%) supported the city increasing investments in street trees and landscaping to make Redmond greener while 27% said they were neutral on that idea.

Future Challenges

- Traffic congestion again topped the list of the one or two main challenges that Redmond will face within the next five years (40%). However, it gathered somewhat fewer mentions than in the previous two surveys (43% in 2002, and 54% in 2000). Growth also gathered fewer mentions this year than in 2000 (15% compared to 17% in 2002, and 25% in 2000).
- Issues that are related to traffic and growth were often discussed, such as the opinion that existing roads are not capable of handling current (7%) or future (13%) traffic

flow through the city. Also mentioned are concerns about public transportation (8%), overpopulation (11%), too much building and over development (8%) and city management of growth (6%).

- Economic challenges surfaced again this year: some residents discussed their concerns about the rising cost of housing and concern about tax increases or finding ways to pay for improvements (5% each).

KEY FINDINGS AMONG SUBGROUPS

Quality of Life

- Residents under the age of 44 are more likely to say the quality of life in Redmond is excellent (38%) compared to older residents (26%).

Growth

Among those more likely to say growth has improved the quality of life in Redmond were:

- 25-34 year olds (42%), versus those older than 45 years old (28%).

Among those more likely to say growth has been harmful to the quality of life in Redmond were:

- Residents who have lived in Redmond more than 20 years (50%), compared to residents of less than 10 years (31%), and
- Residents who characterized the quality of life in Redmond as average or less than average (52%) compared to those who said the city has an excellent quality of life (32%).

Communications

Among those more likely to say it is “very important” for the city to keep residents informed about issues and decisions were:

- Females, rather than males (85% versus 67%), and
- 35 to 64 year olds, compared to 18 to 34 year olds (81% versus 60%).

The following differed significantly in their awareness of the newsletter, Focus:

- Respondents who have lived in Redmond for 20 or more years (94%), versus those who have lived in the city for less than 10 years (85%).

These groups were more likely to say they read Focus regularly:

- Residents who are 45 years old or older (71%) compared to 18 to 34 year olds (49%),

- Respondents who have a child who attends school in Redmond (74%) compared to those who do not (61%), and
- Residents who have lived in Redmond for more than ten years (72%), versus those who have lived in the city less than 10 years (54%).

More likely to say that they have visited the Redmond home page were the following:

- Males (44%) compared to females (31%),
- 35 to 54 year old residents (33%), compared to those who are 55 years old or older (24%),
- Those who rate the quality of life excellent (47%) or above average (37%) compared to those who say average or below (17%),
- New residents of the city (less than 10 years) (45%), rather than long term residents (20 years or longer) (29%), and
- Residents who are employed away from the home (41%), versus those who are not (30%).

The following were more likely than the others indicated to say that they are aware of Channel 21:

- Residents who were 35 years old or older (78%), versus those age 18 to 34 years old (43%),
- Respondents who have lived in Redmond for 10 or more years (83%), versus those who have lived in the city for less than 10 years (57%),
- Respondents who have a child who attends school in Redmond (80%) compared to those who do not (69%), and
- Those who are not employed outside the home (78%) versus those who are (67%).

Those who are city residents of 20 years or longer were more likely than those who have lived in the city less than 10 years to say they watch Channel 21 once a month or so (23% versus 12%).

Crime and Policing

Among those more likely to say they are “very satisfied” with policing in Redmond were:

- Respondents who rated the quality of life as excellent (40%) compared to those who said average or below (23%),
- Residents of the city for 10 years or longer (41%), versus residents of less than 10 years (29%), and
- The oldest respondents, 65 or older (49%) were more likely to be “very satisfied” compared to those under 35 (31%).

Overall, the younger the residents the more likely they were to say that they felt “very safe” walking alone at night either in their neighborhood or in downtown Redmond. Males were more likely than females to say they felt “very safe” in these situations and so were persons who have jobs that take them away from home.

Women were more likely than men to feel that concerns such as unsafe driving and speeding negatively affected their quality of life in Redmond.

Among those more likely to say “more emphasis” should be placed on Block Watch were the following:

- Females (34%) compared to males (24%),
- 35 to 44 year olds (40%), compared to respondents age 55 years old or older (21%), and
- Respondents who rate the quality of life as average or below (42%), compared to those who say excellent (24%).

Those who think there should be “more emphasis” on Crime Prevention programs in the schools are more likely to be:

- Residents who have a child in school in Redmond (34%) compared to 20% who do not, and
- Respondents who rate the quality of life as average or below (35%) compared to those who say it is average (20%).

The following were more likely than the others indicated to say they had contact with the Redmond Police Department within the past 24 months:

- 35 to 54 year olds (50%), compared to those age 55 years old or older (28%), and
- Respondents who have lived in Redmond from 10 to 19 years (46%) compared to longer term residents (31%).

Fire and Emergency Medical Services

Among those more likely to have said they are “very satisfied” with the fire response service in Redmond were:

- Respondents age 45 years old or older (52%) compared to 25 to 34 year olds (32%), and
- Residents of the city for 10 years or longer (53%), versus residents of less than 10 years (32%).

Residents who are 35 to 44 years old were more likely (37%) than those who are older (18%), to say the city should put more emphasis on emergency preparedness education.

Residents who are 25 to 44 years old were more likely (29%) than older residents (13%), to say the city should put more emphasis on fire prevention safety inspections.

Transportation

Transportation and traffic are perennial concerns to many residents of growing cities and Redmond is no exception. Over half (53%) of respondents expressed some level of dissatisfaction with the current traffic situation. Not surprisingly, those who see the quality of life in the city as average or less (67%) were more likely to be dissatisfied with traffic than are those who say the quality of life is excellent (43%). Long time residents (60%) were also more likely to be dissatisfied than new residents (45%).

Generally speaking, those who are most likely to be commuters, residents in the age range of 25 to 64 and those who work outside the home were most interested in the city putting more emphasis on traffic improvements such as wider streets, trip reduction programs and better transit service.

Support for several aspects of the Downtown Transportation Plan tends to be more likely to come from newer residents, those who have lived in Redmond less than ten years. These residents were more likely to say they “strongly support”:

- Working with regional agencies to improve regional transit to and from Redmond (35%),
- Improving pedestrian safety (34%),
- Improving the bicycling system (30%), and
- Extending Bear Creek Parkway to Redmond Way west of Downtown (21%).

- These newer residents were also more likely to lend some measure of support to increasing investment in street trees and landscaping to make Redmond greener (61%).

The other group of respondents who were more likely to support the Transportation Plan were those who work outside the home. They were, not surprisingly, more likely to favor aspects of the plan that impact their commute:

- 35% strongly support improving regional transit to and from Redmond,
- Improving the bicycling system (26%), and
- Widening the streets and building new streets to carry traffic growth (27%).

Parks and Recreation

Among those more likely to have said they are “very satisfied” with park programs and events in Redmond were:

- Females (49%), compared to males (36%),
- Respondents age 35 to 54 years old (50%) compared to those ages 25-34 (30%), and
- Residents with children in the Redmond schools (54%) versus those who do not (39%).

The following attributes of park services showed significant differences among the subgroups listed:

- Purchasing land for parks – more likely to say “more emphasis” was needed were:
 - Respondents age 45 to 64 years old (39%), compared to those age 65 or older (23%).
- Teen programs or events – more likely to say “more emphasis” was needed were:
 - Respondents age 35 to 54 years old (31%), compared to those 65 or older (15%),
 - Residents who are employed away from the home (31%), versus those who are not (19%), and
 - Those with children in school (36%) compared to those who do not (24%).

Property Tax Increase Supporters

Those residents who said they would consider a proposal to raise property taxes to keep existing city services at their current levels represent a broad spectrum of ages from 25 to 64 (67%) compared to 49% of those over age 65. They are also more likely to be employed outside the home (67%) versus those who are not (56%).

Supporters of the property tax increase tend to have a high opinion of Redmond and many said they are willing to support improvements to the traffic situation and the parks. Specifically these supporters are significantly more likely to:

- have rated the quality of life in Redmond as “excellent” or “above average” (93%);
- have felt safe walking in their neighborhood (94%) and in Downtown Redmond at night (88%);
- have felt that the overall competency of the Police Officer they had contact with was “excellent” or “above average” (87%) and to be “very satisfied” with the attitudes and behavior of the police toward citizens (37%);
- have thought there should be more emphasis on commute trip reduction programs (52%), better transit service by regional agencies (49%), better sidewalks and walkways (45%), and better bicycling facilities (44%);
- have been “very satisfied” with the parks, trails and open spaces in Redmond (58%) and the park programs and events (46%);
- favor putting more emphasis on enhancing existing environmental areas (59%), on developing existing parklands (44%), purchasing land for parks (40%) and on teen programs and events (32%);
- have been in favor of putting more emphasis on funding to help agencies provide services to residents in need (56%) and building community partnerships to work together to meet the needs of residents (44%); and
- have been supportive of the Downtown Transportation Plan overall (61%) and of specific initiatives including: working with regional agencies to improve regional transit to and from (86%) and within Redmond (81%); expand cooperative efforts with employers to reduce drive-alone commuting (81%), improve pedestrian safety (79%), and improve the bicycling system by completing trails and lanes (73%).

RESPONDENT PROFILE

Table 1 presents a comparison of the respondent profiles for the current study as well as the previous three surveys.

The characteristics of residents surveyed this year differ in several ways from those interviewed in previous studies.

Perhaps the most fundamental shift seen over the course of the last three studies occurred in respondent age. The shift has been toward an older group of respondents. In results similar to 2002, when 34% of respondents were age 55 or older, one-third (35%) of this year's respondents are in that same older age group. This is significantly higher in comparison to just 20% in this age range in 2000 and 28% in 1998.

Consistent with a more mature base of respondents, significantly fewer reported having a child enrolled in a Redmond school (21% currently and 22% in 2002 versus 31% in 2000). And many more said they were long-term residents: close to one-third (30%) reported having lived in

Table 1
Respondent Profile
By Study Year

	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Sex				
Female	51%	55%	55%	52%
Male	49	45	45	48
Age				
18 to 24	2%	9%	5%	2%
25 to 34	20	13	22	14
35 to 44	21	23	32	28
45 to 54	21	22	22	26
55 to 64	19	15	11	16
65 to 74	9	11	4	8
75 and older	7	8	5	4
Years in Redmond				
Less than 1 year	4%	2%	13%	2%
1 to 4 years	26	22	27	25
5 to 9 years	18	19	25	21
10 to 19 years	23	29	21	29
20 to 29 years	19	18	11	12
30 or more	11	9	3	6
Not in city limits	0	0	0	4
Child in Redmond School				
Yes	21%	22%	31%	23%
No	79	77	69	77
Home Type				
Single-family residence	77%	75%	72%	78%
Townhouse or condominium	12	15	14	13
Apartment	11	10	14	9
Home Ownership				
Own residence	82%	85%	76%	84%
Rent residence	18	14	24	16
Employed Outside Home				
Yes	65%	59%	74%	68%
No	35	40	26	32
Commute Mode (Base 2004 = 259)				
Driving alone	80%	87%	85%	87%
Carpool / Vanpool	7	5	10	6
Bus	14	7	8	5
Walking	5	2	3	3
Bicycle	5	1	2	3
Other	4	<1	1	2

the city more than 20 years. In comparison, 14% said they were residents for this length of time in 2000. Significantly more also said they owned their homes in this years study than in 2000 (82% versus 76%).

Another characteristic of a more mature base is the proportion who work outside the home. In the current study, two-thirds (65%) work outside of their homes, significantly lower than the 74% in 2000.

DETAILED FINDINGS

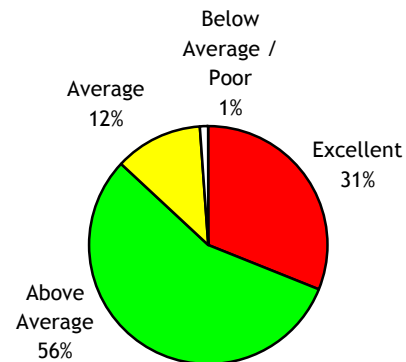
Quality of Life in Redmond

Redmond residents continue to be very happy with the quality of life in the city. Eighty-seven percent (87%) of respondents gave a rating of “excellent” or “above average” when they were asked to rate the overall quality of life in the city (see Figure 1). Just 12% said the quality of life in Redmond was “average.” These ratings compare closely to those given in the three previous studies.

Asked why they gave the overall rating that they did (Table 2), respondents often mentioned the positive characteristics they perceived in the community (39%), for example, the feeling of safety due to the low crime rate (11%), the cleanliness of the city (8%), the open spaces and trees (7%) and also, the friendliness of the residents (6%) and the feeling that the city is family oriented (5%). Respondents said they enjoyed the public services, like the park system (14%) and the schools (6%), too. Twenty-eight percent (28%) of all comments related to other amenities found in the city, such as proximity to “everything” (11%) and specifically to shopping (8%) and outdoor recreational opportunities (7%).

Figure 1
Quality of Life in Redmond

(Base = 400)



Question 2: Overall, how would you rate the quality of life in Redmond?

Negative comments emerged, too (21% net overall), but primarily among those who rated the quality of the life in the city average or below average (62%). While traffic congestion topped the list of complaints heard from the respondent group overall (8%), it dominated in the minds of residents who rated the quality of life in Redmond average or below average (29%).

Good news can be found in the fact that the overall proportion of negative comments made by respondents dropped from 50% in 2000 to 20% in 2002 and 21% currently. Specific complaints about traffic congestion dropped from 20% overall four years ago (to 12% in 2002 to the current level of 8% mentioned above). Among residents who rated the quality of life in Redmond average or below average, specific complaints about traffic, which had decreased in 2002 (24%, down from 40% in 2000) have now increased again to the current level of 29%. Remarks about over development and too rapid growth dropped from 8% overall in 2000 to just 2% in 2002 and remained the same (2%) in the current study. This

suggests that these problems – commonly chronic in growing populations - are somewhat less prevalent among Redmond residents today than they have been in the past.

Table 2
Quality of Life in Redmond

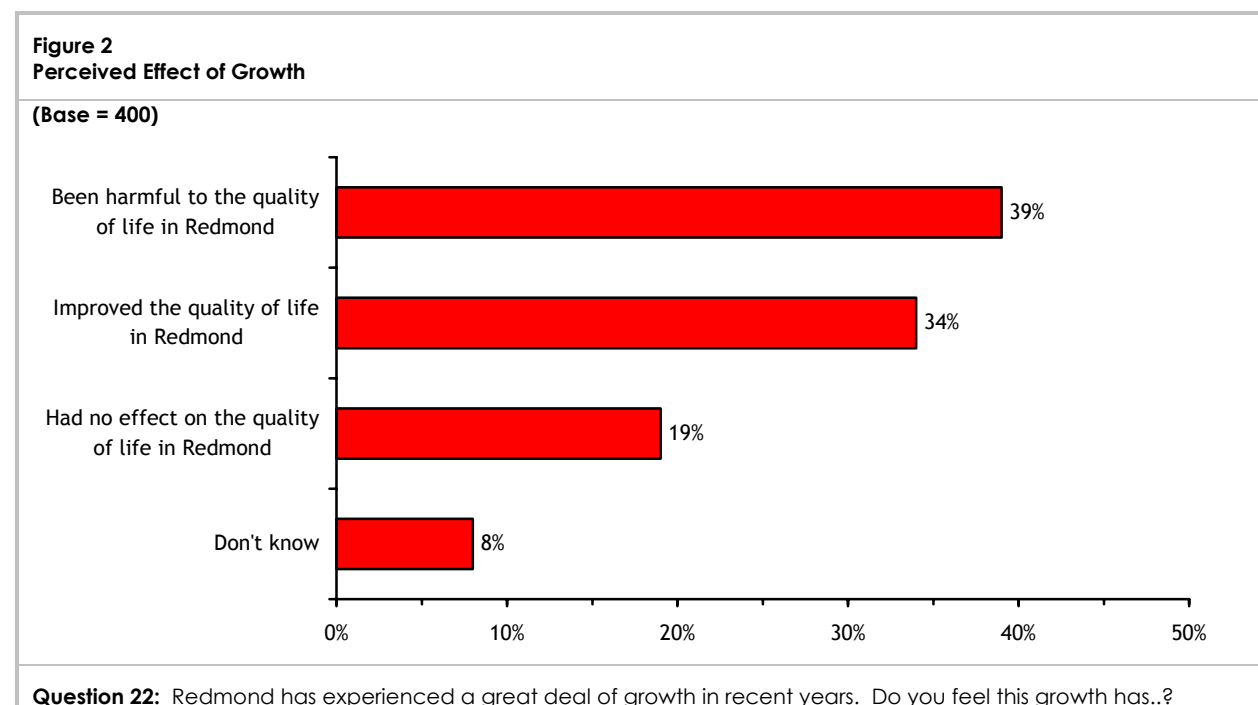
(Base)	2004			
	Total (400)	Excellent (123)	Above Average (223)	Average or Less (52)
Positive Comments				
Community Characteristics (Net):	39%	50%	40%	10%
Low crime	11	15	11	2
Clean	8	101	8	0
Friendly, neighborly people	6	10	5	2
Open spaces/Trees	7	12	5	0
Quiet/Private	2	1	2	0
Family oriented	5	6	5	0
Sense of community	4	7	4	0
Feels like country living, small town	4	4	5	2
Not too many residents, not crowded	2	2	2	2
Well laid out	2	2	3	0
Lacks big city problems	2	1	3	2
Public Services and Amenities (Net):	30%	40%	31%	2%
Good schools/Teachers	6	8	6	0
Good park system	14	19	14	2
Close to freeways	1	0	1	0
Good police, fire, ambulance	3	2	3	0
Close to schools	4	9	2	0
Good city government	4	3	5	0
Close to libraries	1	1	2	0
Other public services	8	8	9	0
Other Amenities and Issues (Net):	28%	36%	28%	6%
Close to stores	8	11	7	4
Close to work	1	1	1	0
Close to outdoor recreation	7	15	5	0
Close to other/Close to everything	11	13	13	0
Light traffic	2	3	2	0
Close to Seattle	2	3	1	4
Close to arts and culture	2	2	2	0
Economics (Net):	7%	10%	6%	4%
Economic growth	5	7	5	4
Job opportunities	1	2	<1	0
Real estate appreciation	2	3	1	0
Like the area/good place to live	13	20	13	2
Other miscellaneous	2	3	1	2
Negative Comments (Net):	21%	2%	22%	62%
Traffic congestion	8	1	8	29
Over-development/Too much growth	2	0	3	0
High cost of living	1	0	1	2
Too many people living/moving-in	3	0	1	14
Need better roads	4	0	4	10
Poor planning/Zoning	1	0	<1	2
Too much crime	<1	0	<1	0
Other negative	7	1	6	27
No better, no worse than anywhere else	2	0	1	10
Don't know	6	3	5	10
Question 2A: Why do you say that (about the quality of life in Redmond?)				

Growth

As in the previous three studies, the present survey asked about several aspects of growth, including: the perceived effects of growth and residential development qualities. While residents who said they thought growth has been harmful to Redmond outnumbered those who thought growth had improved the quality of life (39% and 34% respectively), about one out of five (19%) said they thought it had no effect on the city. (See Figure 2.)

The proportion that said they thought growth had no effect on Redmond was a significant increase over the 2000 survey, when just 9% said they thought growth had no effect.

Perceived Effect of Growth



Residential Development Qualities

To explore the issue of environmental protection, the survey asked residents if more or less emphasis should be put on three specific aspects of development regulations. (See Figure 3)



Residents (38%) said they think “controlling the height of new houses, apartments and condos is an effort that the city should put more emphasis on. Many residents also said more emphasis should be placed on “limiting how much of the lot is covered by a home” (36%). The same proportion (36%) said they thought the city should place more emphasis on “tree preservation in residential areas.”

In each case however, more residents (44%-48%) said they think the city is doing okay as it is now in handling these issues.

The proportion of respondents who said they think the city should put more emphasis on controlling the height of new residential construction has declined significantly in the last two years (38% currently versus 46% in 2002). Currently, respondents were more likely to say efforts are okay as they are now (48% in 2004 compared to 39% in 2002).

The results this year mirror the change of opinion that occurred in 2002 when significantly fewer residents said they believed the city should place more emphasis on tree preservation than had residents in earlier surveys (36% currently, and 35% said more emphasis in 2002 versus 60% in 2000 and 48% in 1998). Moreover, the proportion who said tree preservation is okay as it is increased significantly over both earlier periods (48% in 2004 and 47% in 2002, versus 33% in 2000 and 39% in 1998); those who said it deserves *less* emphasis

also increased significantly this year over 2000 results (13% in 2004 and 15% in 2002, versus 6% in 2000).

Communications

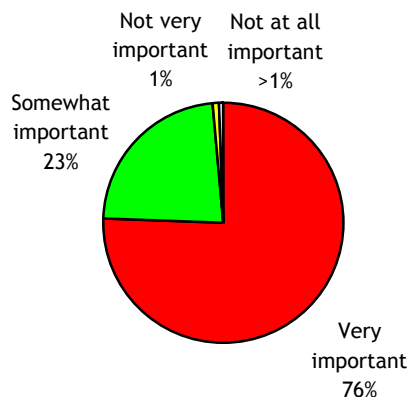
As in the three previous surveys, the 2004 survey asked respondents how important they feel it is that the city keeps residents informed of city issues and decisions. The survey additionally asked about respondents' awareness of several communications media, as well as how often they used some of these media to gather information about the city.

Keeping the Residents Informed

Almost all residents (99%) continue to say that it is important ("very" or "somewhat") that the "city government keeps residents informed of city issues and decisions" (see Figure 4). These results are approximately the same as those obtained in the previous surveys.

Figure 4
Keeping the Residents Informed

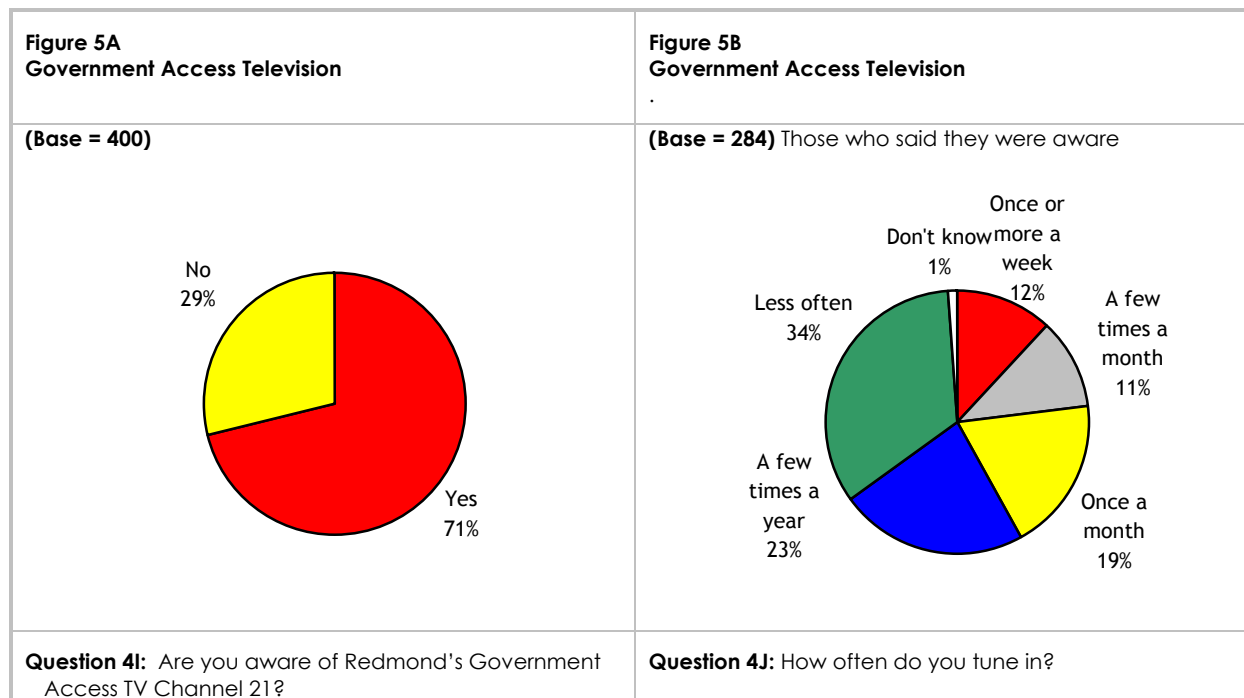
(Base = 400)



Question 3: How important do you feel it is that Redmond city government keep residents informed of city issues and decisions?

Government Access Television

Residents were asked if they were aware of Channel 21 (previously Channel 27), the Redmond Government Access channel, and if so, how often they tune in (see Figure 5).

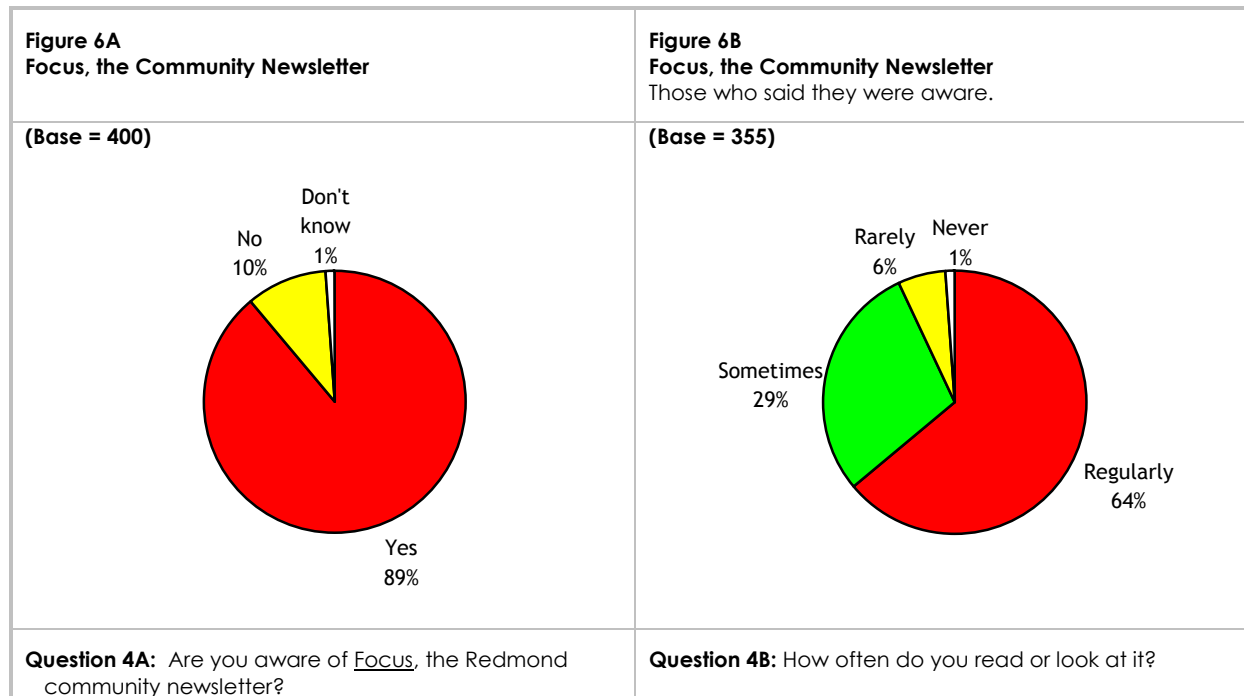


Seventy-one percent (71%) said that they are aware of Channel 21. This is a dramatic and significant decrease compared to the number who said they were aware of the Government Access channel in 2002 (83%).

Among those who are aware of the station, two in five (42%) said that they tune in to watch it at least once a month. This proportion is similar to the results obtained in the three previous studies.

Focus, the Community Newsletter

Respondents were also asked if they were aware of Focus, the Redmond community newsletter, and if so, how often they read or look at it (see Figure 6).



Nearly nine out ten residents (89%) said they were aware of Focus. While similar to results in 2002 (87%), this is a significant increase over the number who said they were aware of the community newspaper in 2000 (56%) and in 1998 (78%).

As in the two most recent studies, about two thirds (64%), said they read or look at Focus “regularly.” In 1998, significantly fewer respondents (42%) read Focus regularly.

Redmond Home Page

Residents were first asked about their visits to the Redmond home page in 1998. The 1998 survey asked whether or not they were aware of Redmond's home page on the Internet.

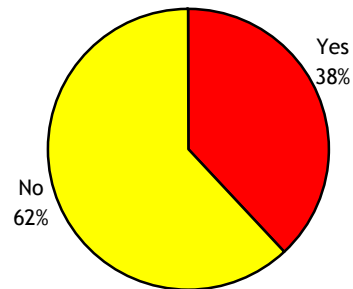
In the 2000 survey, respondents were asked three questions about the website: first, they were asked whether they were aware of the Redmond home page. If they said they were aware of the website, they were asked two subsequent questions: whether they had visited the home page or not, and if yes, how often they visited.

The 2002 survey pared the questioning down to one: respondents were asked whether they had visited the site or not.

As Figure 7 indicates, 38% of all respondents said they had visited the Redmond home page. This proportion is significantly higher than the 27% in 2002 and the 18% who said they had visited the site in 2000.

Figure 7
Redmond Home Page

(Base = 400)



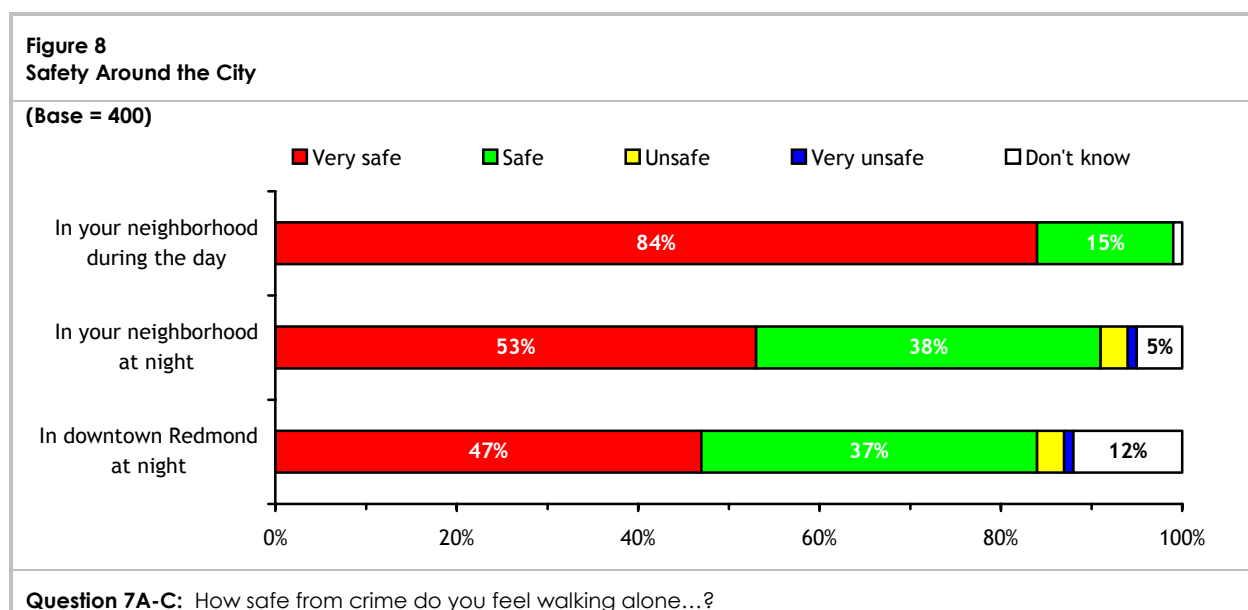
Question 4G: Have you visited the Redmond home page?

Crime and Policing

Similar to the three previous surveys, the 2004 survey asked respondents how safe they feel walking alone in different parts of the city and also how they perceive a number of aspects of police service.

Safety Around the City

For an overall view and to gain a better understanding for the general perceptions of safety, respondents were first asked how safe they feel walking alone under three different circumstances. (See Figure 8)



Virtually all residents said they feel safe walking around their neighborhood alone during the day (98%). This proportion does not differ significantly from the proportion that said they feel safe walking around their neighborhood at night (91%).

Although a solid majority of respondents said they feel safe walking alone in downtown Redmond at night (84%), this proportion is significantly lower than those who said they feel safe when walking around their neighborhood either during the day or at night.

In 2002, perceptions of feeling “very safe” had significantly declined from results obtained in 2000 in two areas: walking alone in the neighborhood during the day (79% of residents reported feeling very safe in 2002, down from 85% in 2000) and walking alone in the neighborhood at night (46% in 2002, down from 56% in 2000). In 2004, respondents’ perceptions of safety have shown significant increases, returning to comfort levels of four

years ago (53% feel “very safe” in their neighborhood at night, 84% said the same about the day).

In another positive change compared to each of the previous three studies, residents in 2004 were significantly more likely to report feeling “very safe” walking in downtown Redmond at night (47% compared to 33% in 2002, 39% in 2000 and 34% in 1998).

What Affects your Quality of Life in Redmond

Unsafe driving by others (53%) and speeding traffic (43%) continue to be the top two problems that affect residents’ quality of life. Graffiti or tagging (15%), juvenile loitering (12%), and neighborhood disputes (7%) gathered many fewer mentions. Close to one-third of respondents (31%) said none of these factors affect their quality of life.

Table 3
What Affects your Quality of Life in Redmond

(Base)	Total (400)
Unsafe driving by others	53%
Speeding traffic	43
Graffiti or tagging	15
Juvenile loitering	12
Neighborhood disputes	7
None of the above	31

Question 8: Do any of the following affect your quality of life in Redmond?

Policing in Redmond

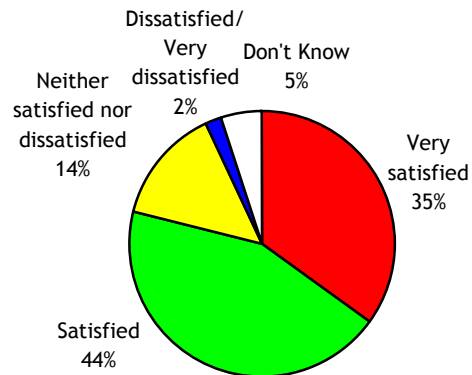
More than three-quarters of all residents (79%) reported being “very satisfied” or “satisfied” with current policing in Redmond. (See Figure 9)

Only 2% said that they were dissatisfied, to some degree, with policing in the city and 14% were “neither satisfied nor dissatisfied.”

Good news can be found in the fact that ratings of “very satisfied” increased significantly over the 2000 survey (35% in 2004 and 36% in 2002, versus 26% in 2000). This increase was mainly the result of a decrease in the proportion of respondents who rated themselves “satisfied” with policing in Redmond (44% in 2004 and 42% in 2002, versus 50% in 2000). Overall ratings for policing in the current survey compare closely to those obtained in 1998.

Figure 9
Policing in Redmond

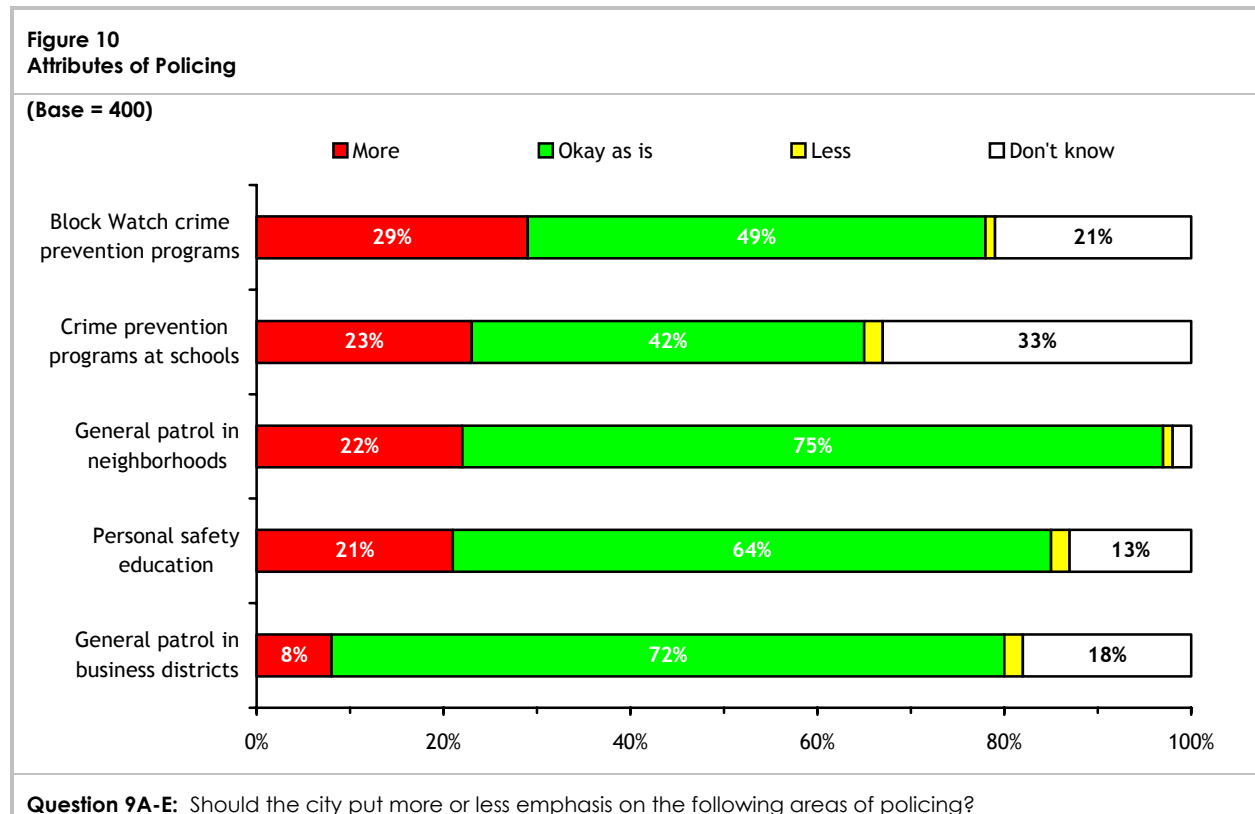
(Base = 400)



Question 6: How satisfied are you with policing in Redmond?

Attributes of Policing

As in the three previous surveys, respondents were asked to judge whether the city should place “more” or “less” emphasis on five different aspects of policing. Their responses are shown in Figure 10.



Block Watch prevention programs, crime prevention programs at schools, general patrols in the neighborhoods and personal safety education were targeted as the top areas of emphasis; about one-quarter of the residents said they thought the city of Redmond should place more emphasis on each of these aspects of policing (Block Watch – 29%; crime prevention programs in schools – 23%, neighborhood patrols – 22% and personal safety education – 21%). The area of least concern seems to be general patrol in the business districts; nearly three-quarters of all respondents (72%) said they thought this area of policing was okay as it is now.

Perhaps reflecting feelings of increased safety, residents’ desires in the current study are more inclined to favor maintaining police department patrols and programs at current levels than singling out any particular area for more emphasis. In fact in three areas, general patrols in the neighborhoods, general patrols in the business districts and personal safety education, residents are significantly more likely to say things are okay as they are now than were respondents in 2002.

Two areas of policing continue to gather large shares of non-opinion: Crime Prevention Programs in the schools and Block Watch prevention programs (33% and 22% “don’t know,” respectively). Residents’ unfamiliarity with these programs may indicate a need for more community-wide publicity promoting these services.

Redmond Police Contacts

The survey asked residents several additional questions about their interaction with the City of Redmond Police Department. Respondents were initially asked whether or not they had any contact with the police in the past 24 months. If residents said they had some kind of contact they were then asked what type, and how they would rate the competency of the police contact.

Two out of five residents (40%) said they’d had contact with the police department within the past 24 months. Most of these (82%) occurred as a telephone conversation or a face-to-face contact with a police officer or detective.

Table 4 shows that more than eight in ten respondents said they were very satisfied with their contacts: 89% rated the Emergency Communications Center telephone operator “excellent” or “above average.” Eighty-one percent (81%) gave this same rating to their contact with the Redmond police officer or detective.

In 2002, when these questions were asked for the first time, the same proportion of respondents (40%) reported contact with police during the previous two years and, as is the case this year, most of the contact (77% in 2002 and 82% in 2004) was either by phone or face to face with an officer or detective. In 2002, more than three quarters of respondents said they were very satisfied with their contacts: 82% rated the Emergency Communications Center telephone operator “excellent” or “above average” and 77% said the same about their contact with the Redmond police officer or detective.

Table 4

Redmond Police Contacts

Base totals include only those who said they had contact with these specific Redmond City Police Department employees.

	2004 (26)	2002 (33)
(Base)		
Emergency Communications Center telephone operator		
Excellent	50%	70%
Above average	39	12
Average	8	9
Below average	4	3
Poor	0	0
Don't know	0	6
(Base)	2004 (129)	2002 (129)
Police officer or detective		
Excellent	48%	53%
Above average	33	24
Average	12	16
Below average	4	2
Poor	1	3
Don't know	2	2
Questions 9I-9J: How would you rate the overall competency of the contact you had with the Redmond City Police Department		

Police Department Attitudes and Behaviors

In 2004, all the respondents were asked an additional question about how they would rate the attitudes and behaviors of Redmond police officers toward citizens. Close to three-quarters (72%) said they were satisfied (31% - “very satisfied” and 41% “satisfied”). Only four percent (4%) expressed dissatisfaction while just over one in ten (13%) said they were neither satisfied nor dissatisfied. One in ten (11%) said they didn’t know how to rate the officers.

Table 5
Police Officers Attitudes and Behaviors

(Base)	Total (400)
Very satisfied	31%
Satisfied	41
Neither satisfied or dissatisfied	13
Dissatisfied	3
Very dissatisfied	1
Don't know	11

Questions 9K: How would you rate Redmond Police Officers' attitudes and behaviors toward citizens? Would you say ... ?

Fire and Emergency Medical Services

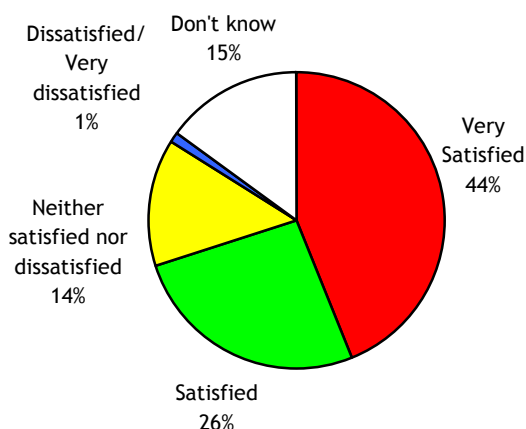
The survey asked respondents to give their opinions about fire and emergency medical services in Redmond. They were questioned about their overall satisfaction with current services, as well as the degree of emphasis they think the city should place upon several different attributes of service.

Fire Service in Redmond

Overall, 70% of the residents surveyed showed some degree of satisfaction with current fire services in Redmond and only 1% said they were, in some way, dissatisfied. (See Figure 11) Opinion about overall satisfaction remains unchanged over previous years.

Figure 11
Fire Service in Redmond

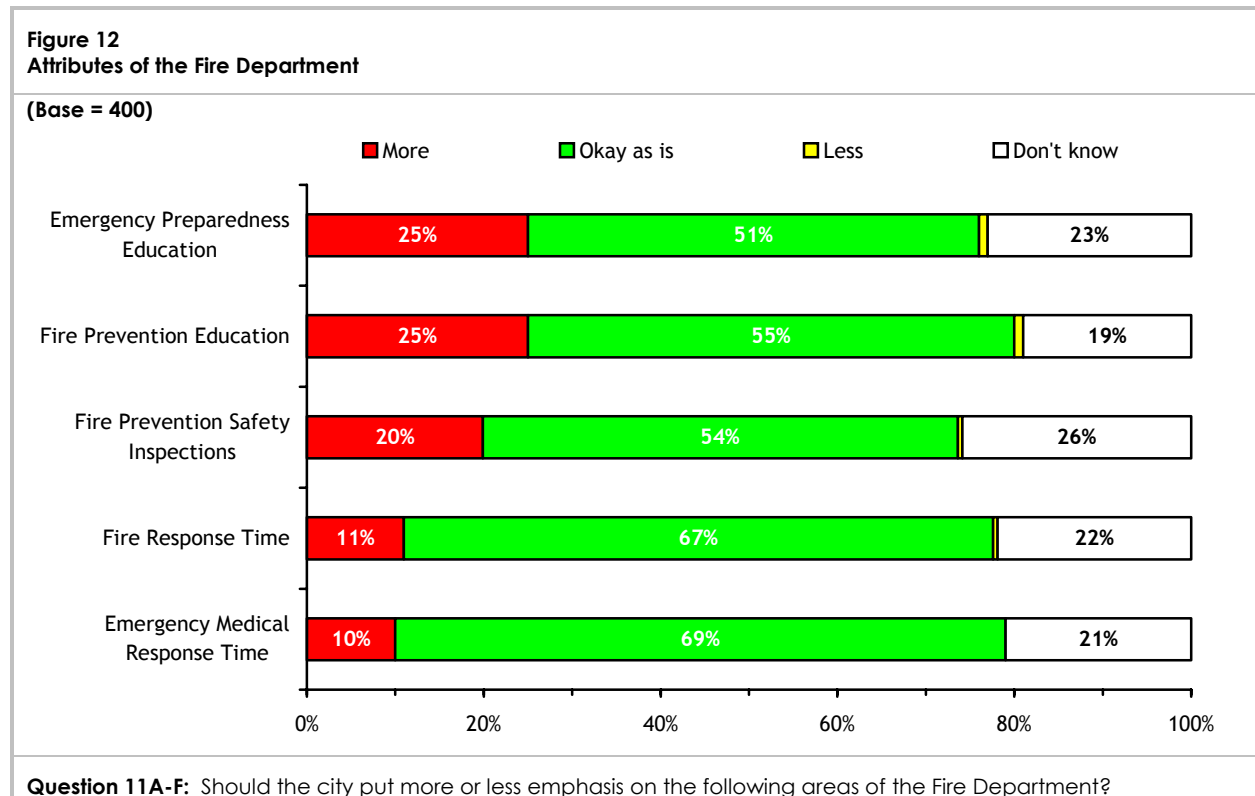
(Base = 400)



Question 10: How satisfied are you with fire response service in Redmond?

Attributes of the Fire Department

Respondents were provided five different attributes of the Redmond Fire Department and asked if they thought “more” or “less” emphasis should be placed on each of them. (See Figure 12)



While many residents generally felt that most fire department services are okay as they are now, one quarter of all those surveyed said they think the city should place more emphasis on emergency preparedness education and fire prevention education (25% each). Two in five (20%) think more emphasis should be put on fire prevention safety inspections.

Ratings since the 2000 survey showed significant decreases occurring in the proportion of residents who said they think more emphasis should be placed on several services, including: emergency medical response time, emergency preparedness education, fire prevention education, and fire prevention safety inspections. Opinion for these items shifted towards the perception that the services seem to be okay as they are now.

Redmond Fire Department Contacts

The 2004 survey asked residents several additional questions about their interaction with the City of Redmond Fire Department. Respondents were initially asked whether or not they had any contact with the fire department in the past 24 months. If residents said they had some kind of contact they were then asked what type, and how they would rate the competency of the contact.

One in four residents (25%) said they'd had contact with the police department within the past 24 months. Most of these (81%) occurred as a telephone conversation or a face-to-face contact with a firefighter or paramedic.

Table 6 shows that more than eight in ten respondents said they were very satisfied with their contacts: 83% rated the Emergency Communications Center telephone operator "excellent" or "above average." Ninety-nine percent (99%) gave this level of rating to their contact with the Redmond firefighter or paramedic.

Table 6

Redmond Fire Department Contacts

Base totals include only those who said they had contact with these specific Redmond Fire Department employees.

(Base)	Total (18)
Emergency Communications Center telephone operator	
Excellent	55%
Above average	28
Average	11
Below average	0
Poor	0
Don't know	5

(Base)	Total (80)
Firefighter or Paramedic	
Excellent	81%
Above average	18
Average	0
Below average	0
Poor	0
Don't know/Refused	1

Questions 11G-J: How would you rate the overall competency of the contact you had with the Redmond City Fire Department

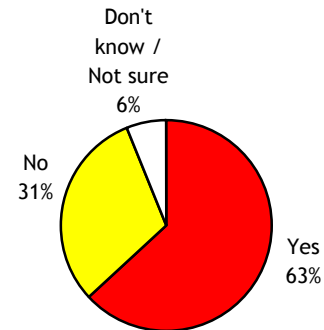
Property Tax Proposal

A new question was asked in 2004 to gauge residents' reactions to a property tax proposal. Respondents were asked if they would consider raising property taxes by thirty cents per one thousand dollars of valuation to keep existing city services at current levels. Respondents expressed strong support with nearly two-thirds (63%) saying they would consider such an increase. Just under one-third (31%) said they would not consider raising property taxes for this purpose.

It is very encouraging that property tax supporters consistently support the need for a variety of city services including police, fire, parks and the Downtown Transportation Plan.

Figure 13
Property Tax Proposal

(Base = 400)



Question 24A: Would you consider raising property taxes by \$0.30 per \$1,000 valuation to keep existing city services at current levels? This equates to approximately \$7.50 a month or \$90 a year for a \$300,000 house.

Transportation

Transportation and traffic have long been primary concerns of Redmond residents. The present survey asked respondents about their satisfaction with Redmond transportation and traffic, and their perceptions of need in different areas of traffic control.

Transportation and Traffic in Redmond

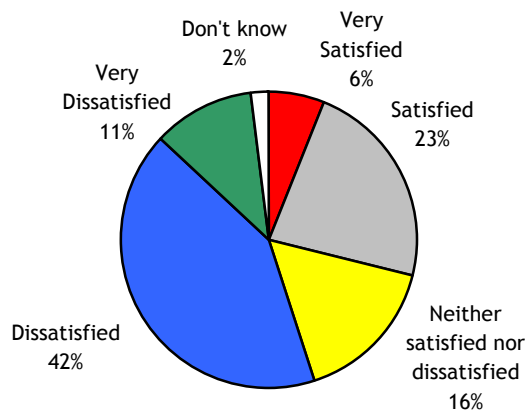
Three in ten of all residents (29%) said they were “very satisfied” or “satisfied” with transportation and traffic in Redmond. Fifty-three percent (53%) said they were “dissatisfied” or “very dissatisfied.”

Historically, ratings of *satisfaction* with transportation and traffic have ranged from a low of 25% in 2000 to a high of 32% in 1998.

On the other side of the coin, *dissatisfaction* reached its highest level in 2000 when 62% expressed some level of displeasure with the traffic and transportation situation. The proportions before (49% in 1998) and since (48% in 2002 and 53% currently) have not risen to that benchmark level.

Figure 14
Transportation and Traffic in Redmond

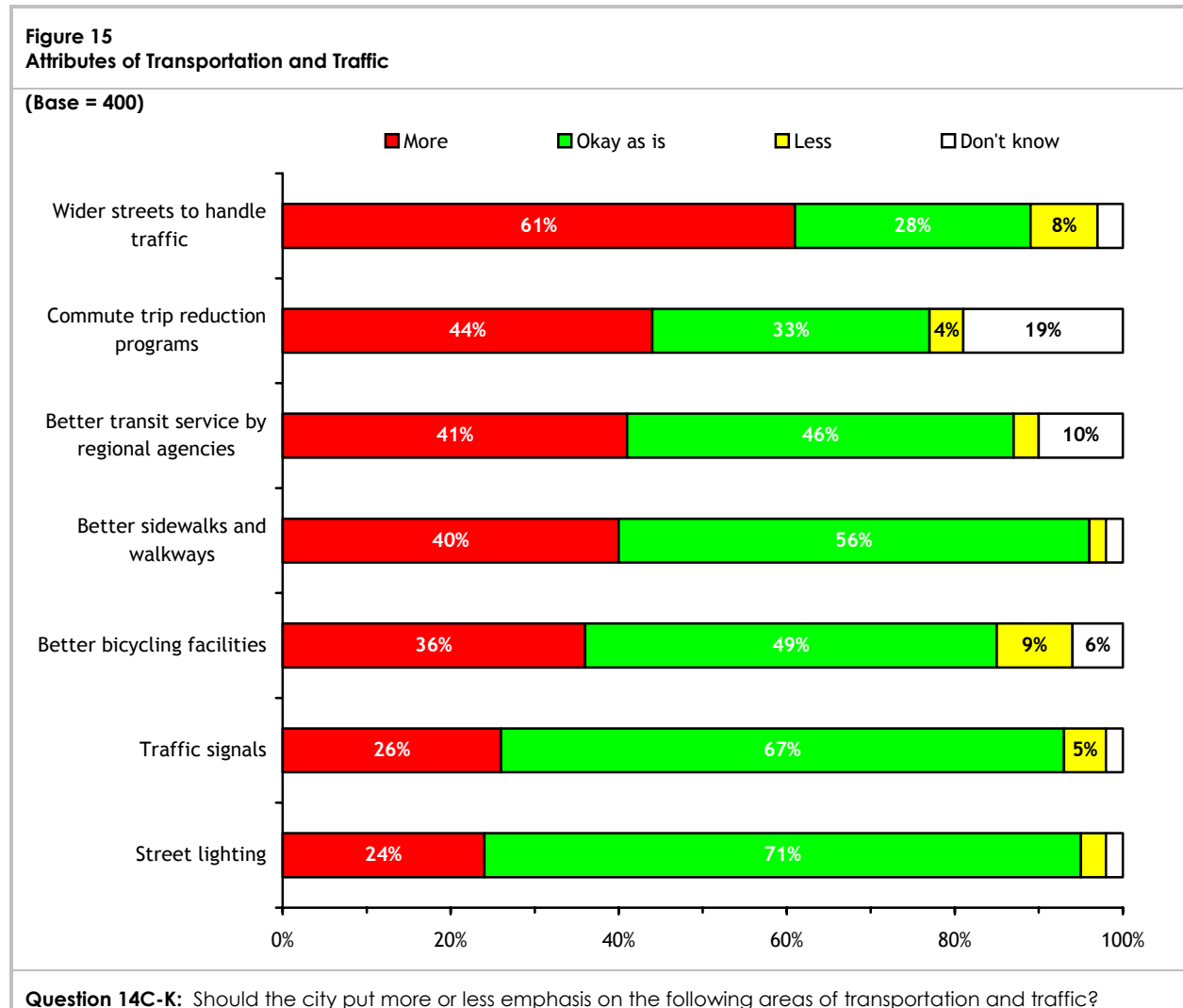
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Question 12: How satisfied are you with transportation and traffic in Redmond?

Attributes of Transportation and Traffic

Respondents were asked to evaluate eight different attributes of transportation as areas of emphasis for city planning. Their responses are shown in Figure 15. These attributes were either substantially changed in 2004 from previous studies or were completely new, making comparisons between studies impossible.



More than three in five (61%) residents would like to see more emphasis put on “wider streets to handle traffic growth”. About two in five each would like more emphasis on “commute trip reduction programs”, “better transit service by regional agencies”, and “better sidewalks and walkways” (44%, 41% and 40% respectively). More than half (56%) of respondents said the sidewalks are okay as they are now.

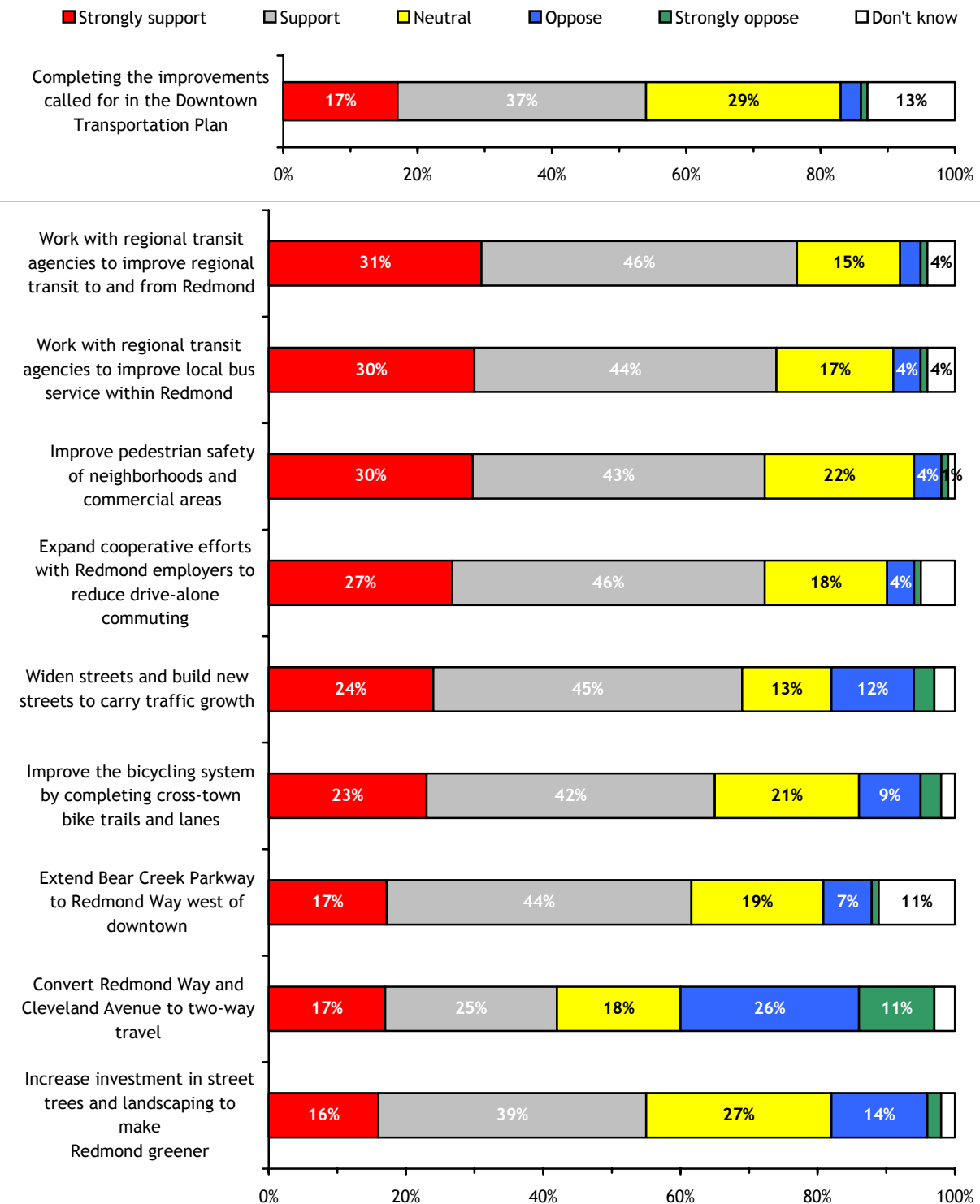
Most residents said the traffic signals (67%) and the street lighting (71%) are okay as they are now.

City of Redmond Transportation Plan

In 2004 a new series of questions was added to measure citizen support of the City of Redmond's Transportation Plan. Respondents were asked about ten different aspects of the Plan and how strongly they supported or opposed each.

Figure 16
City of Redmond Transportation Plan

(Base = 400)



Question 23A-J: Please indicate your support or lack of support for the following policies and projects under consideration. Would you say you ... ?

As Figure 16 shows, just over half (54%) supported completion of the improvements called for in the Downtown Transportation Plan with 17% saying they “strongly support” completion and 37% saying they “support” it. A substantial number of respondents (29%) said they were neutral on the subject and 13% said they didn’t know if they supported or opposed completing the Plan.

Presented with individual aspects of the Plan, residents expressed high levels of support for four policies: working with regional agencies to improve regional transit to and from Redmond (78% support) and local bus service within the city (74%), expansion of efforts with Redmond employers to reduce drive-alone commuting (73%) and improvements to pedestrian safety and walkability of neighborhoods and commercial areas (72%).

Nearly two-thirds of respondents (64%) supported improving the bicycling system by completing cross-town bike trails and lanes.

Two aspects of the Plan that would involve costly construction projects also garnered a good measure of support from respondents. These projects include widening streets and building new streets to carry traffic growth (69% supported) and extending Bear Creek Parkway to Redmond Way west of Downtown (61%). One street-related project received more lukewarm support and that was the idea to converting Redmond Way and Cleveland Avenue in Downtown to two-way travel (42% supported and 37% opposed).

Just over half of respondents supported increasing investment in street trees and landscaping to make the city greener (55%).

Parks and Recreation

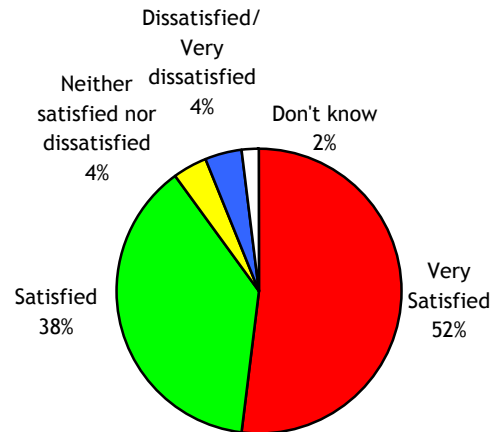
Many residents of the Pacific Northwest believe that parks and outdoor recreational opportunities are important in the quality of life in this area. This understanding motivated the City of Redmond to once again ask its residents to give their opinions regarding a number of issues related to outdoor recreation available in the city.

Parks in Redmond

Respondents were asked about their overall satisfaction with Redmond parks, trails and open spaces. As Figure 17 indicates, nine out of ten (90%) said they were “very satisfied” or “satisfied.” These ratings are very comparable to those given in earlier surveys.

Figure 17
Parks in Redmond

(Base = 400)



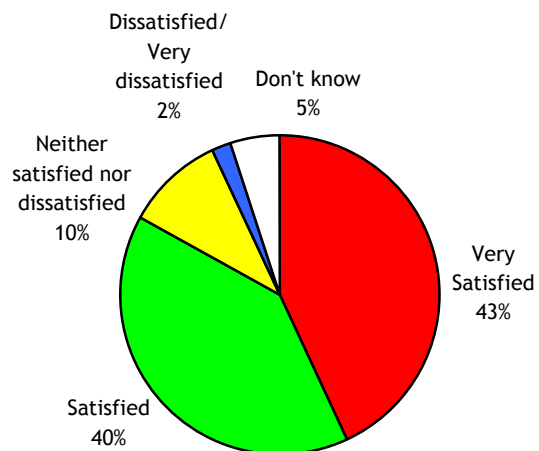
Question 15: How satisfied are you with the parks, trails and open spaces in Redmond?

Parks Programs and Events

Asked to rate their overall satisfaction with parks programs and events 83% said they were “very satisfied” or “satisfied.” (See Figure 18.) These numbers are virtually unchanged from ratings in each of the three previous studies.

Figure 18
Parks Programs and Events

(Base = 400)



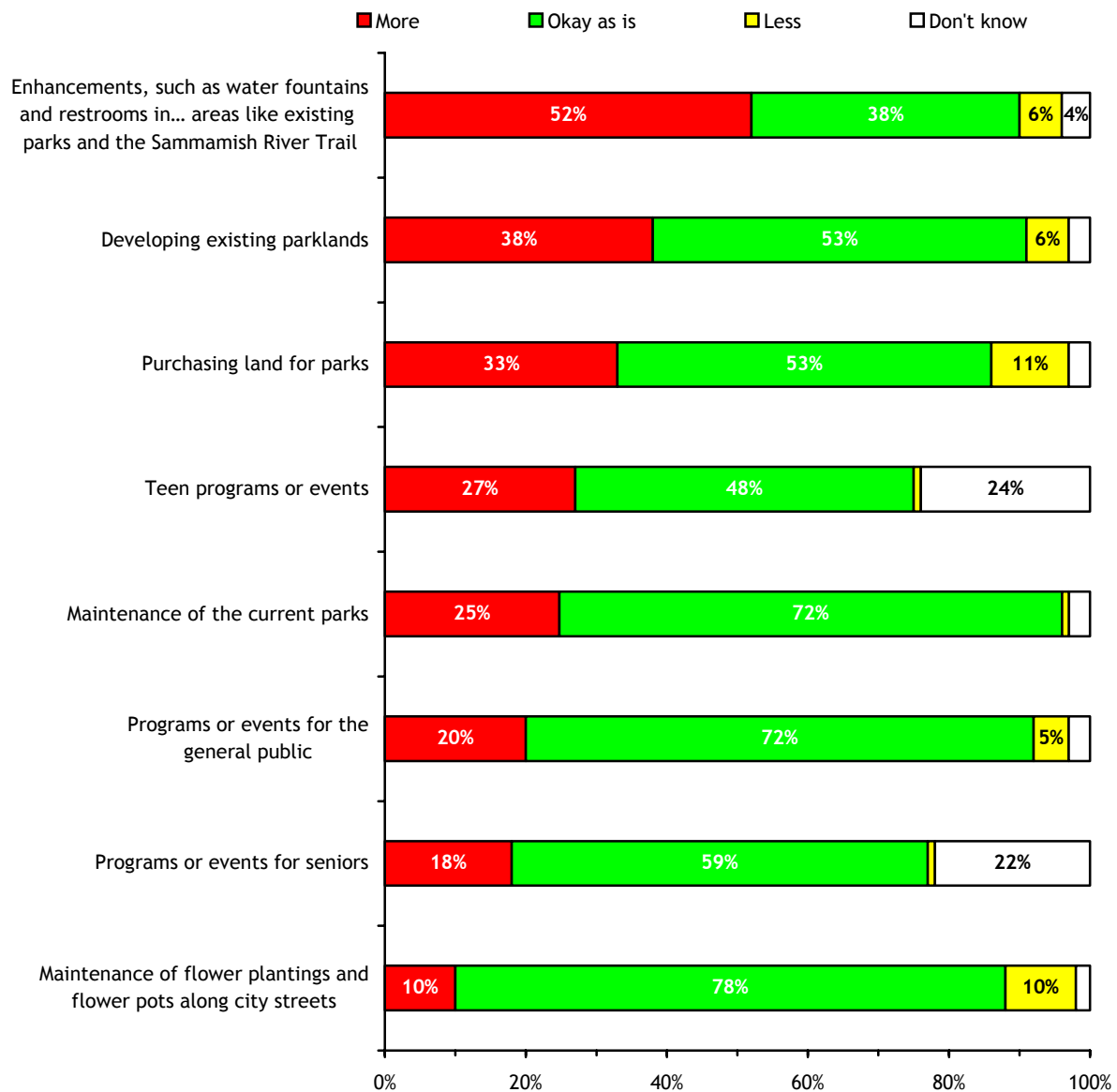
Question 16: How satisfied are you with the parks programs and events in Redmond?

Attributes of the Park System

Residents were asked whether eight attributes of the Redmond parks needed more or less emphasis for future planning. Respondents felt strongly that enhancements, such as water fountains and restrooms in existing parks and the Sammamish River Trail should receive more emphasis (52%). Another attribute which received fairly strong support is developing existing parklands, which 38% said should get more emphasis. (See Figure 19)

Figure 19
Attributes of the Park System

(Base = 400)



Question 17A-G: Should the city put more or less emphasis on the following areas of the parks system?

The support for park enhancements was a slight, though not significant increase over 2002, (52% versus 48% in 2002) but was significantly lower than in 2000 (down from 60% in 2000). This indicates support for more emphasis on park enhancements is softening and shifting as significantly more said enhancements are okay as they are now (38% in 2004, up from 31% in 2000).

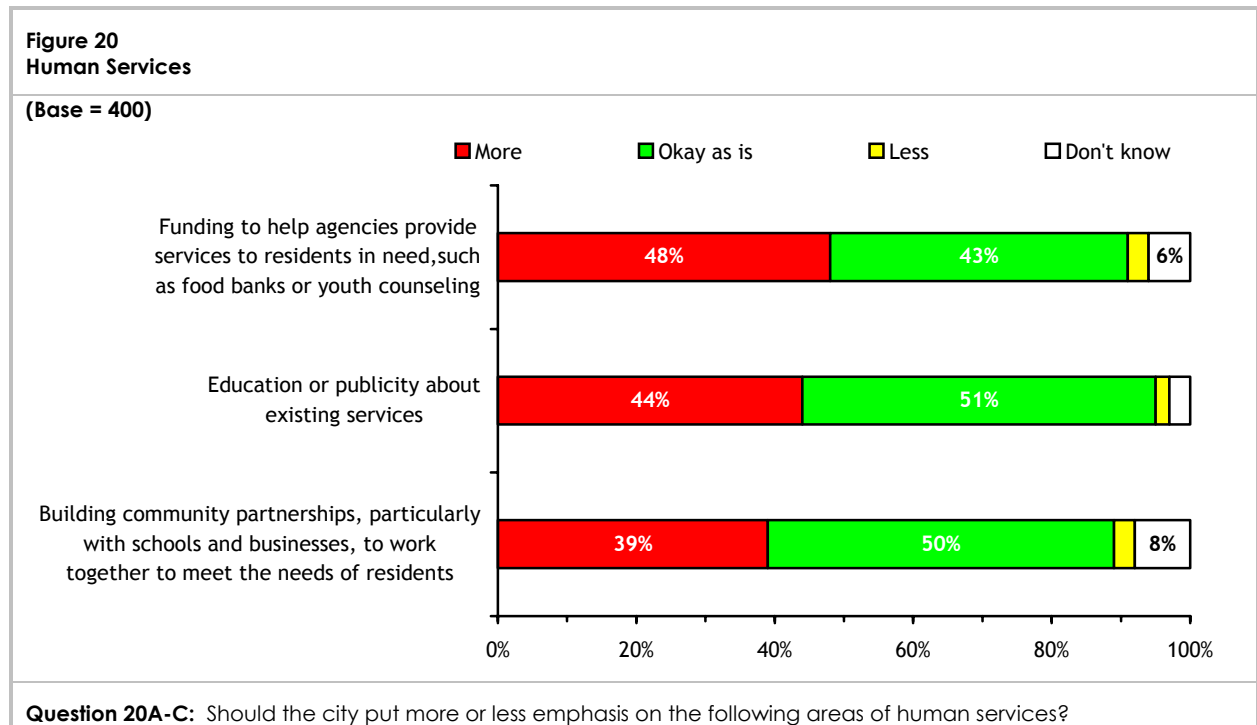
Nearly two out of five respondents (38%) said they thought more emphasis was needed in the development of existing parklands, while 53% said it was okay as it is.

One third (33%) said that more emphasis should be placed on purchasing land for parks, and 27% said the city should focus more emphasis on teen programs or events.

Close to three-quarters each said special events for the community (72%), maintenance of the current parks (72%), and maintenance of plantings and flowerpots along city streets (78%) were okay as they are now. Three in five (59%) said that programs or events for seniors are adequate at current levels.

Human Services

Residents were asked if more or less emphasis should be placed on three different human services programs in Redmond. As Figure 20 indicates, opinion is closely divided between residents who think each area deserves more emphasis and those who believe each is okay for now.



In the time that has passed since the original survey in 1998, the general shift is *towards* believing each of these areas of service is okay for now and *away from* believing the city should place more emphasis on these services. In 1998 and 2000, half or more of the respondents thought that more emphasis should be put on each service. Beginning in 2002 and continuing with the current results, half or more think there is adequate attention being paid to funding agencies such as food banks and youth counseling organizations and providing education about existing services. Just over two in five think the city is adequately providing for residents needs by fostering public and private partnerships.

Future Challenges

Near the end of the survey residents were asked to name the one or two main challenges that Redmond will face within the next five years. Table 6 shows that while traffic congestion again topped the list (40%) it gathered somewhat fewer mentions than in the previous surveys (43% in 2002 and 54% in 2000). Growth, another frequent topic, also gathered fewer mentions this year than in earlier results (15% compared to 17% and 25%, respectively).

Issues that are related to traffic and growth were often discussed, such as public transportation (8%), overpopulation (11%) and city management of growth (6%).

Table 6
Future Challenges

(Base)	2004 (400)	2002 (419)	2000 (400)
Transportation			
Traffic congestion	40%	43%	54%
Inadequate road system	13	6	14
Public transportation	8	12	10
Traffic flow through the city	7	4	4
Long-term planning for traffic	2	1	1
Growth			
Growth (general)	15%	17%	25%
Overpopulation/Too densely populated	11	9	11
Too much building	8	6	12
City must control or manage growth	6	9	5
Rising housing costs	5	6	10
Tax increases	5	2	3
Preserving parks and open spaces	4	4	3
Too many apartments	2	1	2
Increasing demands for service (police, fire)	2	4	0
Increased criminal activity	2	2	3
Schools too crowded	1	1	3
Environmental concerns	1	3	5
Problems with Microsoft (traffic/buildings)	1	1	4
Youth programs	1	2	3
Appropriate housing	0	2	0
Economic			
Jobs	0%	2%	0%
Economic challenge	0	3	0
Other	15%	12%	4%
Don't know / not sure	6	5	4

Question 24: Thinking about all we have talked about, or any other issue, what do you think will be the one or two main challenges that Redmond will face within the next five years?

APPENDIX A:

Tables – 1998 to 2004

Table 1
Quality of Life in Redmond

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
Excellent	31%	30%	27%	29%
Above average	56	54	59	53
Average	12	15	13	16
Below Average/Poor	1	1	1	2

Question 2: Overall, how would you rate the quality of life in Redmond?

Totals may not add up to 100% due to rounding.

Table 2
Reasons for Quality of Life Ratings

	2004				2002				2000			
	Total	Excellent	Above Average	Average or Less	Total	Excellent	Above Average	Average or Less	Total	Excellent	Above Average	Average or Less
POSITIVE COMMENTS:												
Community Characteristics (Net):	39%	50%	40%	10%	35%	46%	38%	5%	58%	37%	58%	5%
Low crime	11	15	11	2	6	6	7	0	17	24	18	0
Clean	8	10	8	6	10	11	12	0	9	12	9	2
Friendly, neighborly people	6	10	5	2	9	11	10	2	8	10	8	2
Open spaces/Trees	7	12	5	0	2	4	2	0	8	10	7	4
Small town feeling	4	4	5	2	7	10	7	2	8	8	8	4
Quiet/Private	2	1	2	0	3	4	4	2	5	7	4	4
Family oriented	5	6	5	0	2	4	2	0	4	7	4	0
Sense of community	4	7	4	0	4	6	5	0	4	7	4	0
Well laid out	2	2	3	0	3	3	3	0	4	5	3	2
Lacks big city problems	2	1	3	2	<1	0	1	0	1	1	0	0
Public Services and Amenities (Net):	30%	40%	31%	2%	26%	33%	29%	3%	56%	33%	66%	1%
Good schools/Teachers	6	8	6	0	8	13	8	0	17	21	19	2
Good park system	14	19	14	2	14	20	15	3	15	19	16	0
Close to freeways	1	1	<1	0	1	0	1	0	3	3	4	0
Good police, fire, ambulance	3	2	3	0	1	2	1	0	2	4	2	0
Good city government	4	6	3	5	1	3	1	0	1	1	2	0
Close to schools	4	2	9	2	1	2	1	0	1	0	1	0
Other public services	8	8	9	0	8	8	10	2	4	6	4	2

Question 2A: Why do you say that (about the quality of life in Redmond)?

Totals may not add up to 100% due to rounding.

Table 2a continued
Reasons for Quality of Life Ratings

	2004				2002				2000			
	Total	Excellent	Above Average	Average or Less	Total	Excellent	Above Average	Average or Less	Total	Excellent	Above Average	Average or Less
Other Amenities and Issues (Net):	28%	26%	36%	28%	25%	36%	24%	9	48%	32%	64%	4%
Close to stores	8	8	11	7	9	14	9	2	21	28	22	7
Close to work	1	1	1	0	1	0	1	0	7	11	6	2
Close to outdoor recreation	7	15	5	0	8	11	8	3	5	4	7	0
Close to other/Close to everything	11	13	13	0	7	12	5	3	4	6	4	2
Light traffic	2	3	2	0	2	2	3	0	2	0	3	0
Close to Seattle	2	3	1	4	3	3	2	3	2	0	3	0
Close to arts and culture	2	2	2	0	1	1	<1	0	1	2	1	0
Economics (Net):	7%	10%	6%	4%	2%	3%	1%	-	6%	19%	71%	10%
Economic growth	5	7	5	4	1	2	<1	0	3	3	3	2
Job opportunities	1	2	<1	0	<1	0	<1	0	2	1	3	2
Real estate appreciation	2	3	1	0	1	2	1	0				
Other Positive	13%	20%	13%	2%	20%	27%	20%	8%	9%	11%	12%	6%
NEGATIVE COMMENTS (Net):	21%	2%	22%	62%	20%	6%	18%	56%	50%	16%	52%	31%
Traffic congestion	8	1	8	29	12	5	13	24	20	13	19	40
Over-development/Too much growth	2	0	3	0	2	2	<1	6	8	6	7	12
High cost of living	1	0	1	2	1	0	0	8	5	5	6	5
Too many people living/moving-in	3	0	1	14	1	0	1	5	3	1	2	9
Need better roads	4	0	4	10	1	0	1	2	3	1	3	5
Poor planning/Zoning	1	0	<1	2	<1	0	0	2	2	3	1	5
Too much crime	<1	0	<1	0	1	0	0	3	<1	0	<1	0
Other negative	7	1	6	27	5	0	4	19	5	0	4	18
No better, no worse than anywhere else	2	0	1	10	3	0	3	9	2	0	1	11%
Don't know	6	3	5	10	8	4	8	11	4	0	4	12%

Question 2A: Why do you say that (about the quality of life in Redmond)?

Totals may not add up to 100% due to rounding.

Table 3
Importance of Keeping Residents Informed

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
Very important	76%	77%	72%	80%
Somewhat important	23	20	23	16
Not very important	1	2	2	3
Not at all important	<1	0	1	0
Don't know	<1	0	2	1

Question 3: How important do you feel it is that Redmond City Government keep residents informed of City issues and decisions? Would you say . . .

Totals may not add up to 100% due to rounding.

Table 4
Awareness of Focus

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
Yes	89%	87%	56%	78%
No	10	13	42	22
Don't know	1	0	2	0

Question 4A: Are you aware of Focus, the Redmond community newsletter?

Totals may not add up to 100% due to rounding.

Table 5
Frequency of Looking at Focus

	2004	2002	2000	1998
(Base)	(355)	(419)	(400)	(400)
Regularly	64%	66%	67%	42%
Sometimes	29	28	24	27
Rarely/Never	7	7	8	9
Don't know	<1	0	1	0

Question 4B: Do you read or look at it regularly, sometimes, rarely or never?

Totals may not add up to 100% due to rounding.

Table 6
Channel 21 Awareness

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
Yes	71%	83%	62%	82%
No	29	17	38	18

Question 4I: Are you aware of Redmond's Government Access TV channel, channel 21?

Prior to 2004, Channel 27 was the Government Access channel

Totals may not add up to 100% due to rounding.

Table 7
Frequency of Watching Channel 21

	2004	2002	2000	1998
(Base)	(284)	(349)	(NA)	(NA)
Once a week or more	12%	14%	13%	22%
Few times a month	11	18	15	12
Once a month	19	15	22	17
Less often	58	50	21	17
Never*		-	13	14
Don't know	1	3	0	0

Question 4J: How often do you tune in?

Prior to 2004, Channel 27 was the Government Access channel

*** Not an option in 2004 and 2002**

Totals may not add up to 100% due to rounding.

Table 8
Satisfaction with Policing in Redmond

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Very satisfied	35%	36%	26%	32%
Satisfied	44	42	50	43
Neither satisfied nor dissatisfied	14	12	14	16
Dissatisfied/Very dissatisfied	3	4	2	3
Don't know	5	6	8	6

Question 6: How satisfied are you with policing in Redmond? Would you say you are . . .

Totals may not add up to 100% due to rounding.

Table 9
Feelings of Safety Walking Alone

	2004 (400)	2002 (419)	2000 (400)	1998 (400)
(Base)				
In your neighborhood at night				
Very safe	53%	46%	56%	47%
Safe	38	40	40	39
Unsafe	3	5	4	12
Very unsafe	1	1	0	0
Don't know	5	8	0	2
In your neighborhood during the day				
Very safe	84%	79%	85%	83%
Safe	15	19	15	15
Unsafe	<1	0	0	2
Very unsafe	0	0	0	0
Don't know	2	1	0	1
In Downtown Redmond at night				
Very safe	47%	33%	39%	34%
Safe	37	48	43	44
Unsafe	3	5	5	10
Very unsafe	1	1	1	1
Don't know	12	14	13	11

Question 7A-D1: How safe from crime do you feel walking alone...?

Totals may not add up to 100% due to rounding.

Table 10
Behaviors Affecting Quality of Life

	2004 (400)	2002 (419)	2000 (400)
(Base)			
Speeding traffic	43%	40%	40%
Juvenile loitering	12	14	17
Graffiti or tagging	15	13	15
Unsafe driving by others	53	45	49
Neighborhood disputes	7	9	10
None of the above	31	35	33

Question 8: Do any of the following affect your quality of life?

Totals may not add up to 100% due to rounding.

Table 11
Police Department Areas of Responsibility—Amount of Emphasis

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
General patrol in neighborhoods				
More	22%	30%	28%	37%
OK as is	75	65	67	58
Less	1	1	4	3
Don't know	3	5	1	2
General patrol in business districts				
More	8%	9%	14%	14%
OK as is	72	63	67	66
Less	2	2	2	2
Don't know	19	26	17	18
Personal safety education				
More	21%	22%	27%	24%
OK as is	64	57	54	62
Less	2	3	2	2
Don't know	12	18	17	12
Crime prevention programs in schools				
More	23%	28%	39%	37%
OK as is	42	36	30	34
Less	2	1	1	2
Don't know	33	34	30	27
Block Watch prevention programs				
More	29%	32%	37%	38%
OK as is	49	48	45	50
Less	1	1		
Don't know	22	19	16	11

Question 9A-9E: Should the City put more or less emphasis on the following areas of responsibility the Police Department Has?

Totals may not add up to 100% due to rounding.

Table 12
Satisfaction with Fire Response Service

	2004	2002	2000	1998
(Base)	(400)	(419)	(400)	(400)
Very satisfied	44%	38%	39%	40%
Satisfied	26	29	26	28
Neither satisfied nor dissatisfied	14	11	17	19
Dissatisfied/Very dissatisfied	<1	1	1	1
Don't know	15	22	17	12

Question 10: How satisfied are you with fire response service in Redmond?

Totals may not add up to 100% due to rounding.

Table 13
Fire Department Responsibilities—Amount of Emphasis

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Emergency medical response time				
More	10%	11%	16%	10%
OK as is	69	63	60	66
Less	0	0	0	1
Don't know	21	26	24	23
Emergency preparedness education				
More	25%	28%	36%	41%
OK as is	51	46	42	48
Less	1	1	1	2
Don't know	23	24	21	9
Fire prevention education				
More	25%	26%	33%	31%
OK as is	55	50	47	54
Less	1	1	0	2
Don't know	19	23	21	13
Fire prevention safety inspections				
More	20%	19%	26%	16%
OK as is	54	47	47	65
Less	1	1	1	1
Don't know	26	33	27	18
Fire response time				
More	11%	10%		
OK as is	67	60		
Less	<1	1		
Don't know	23	30		

Question 11A-11F: Should the City put more or less emphasis on the following areas of the Fire Department?

Totals may not add up to 100% due to rounding.

Table 14
Satisfaction with Transportation and Traffic

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Very satisfied	6%	3%	2%	3%
Satisfied	23	29	23	29
Neither satisfied nor dissatisfied	16	17	12	10
Dissatisfied	42	39	41	43
Very Dissatisfied	11	10	21	15
Don't know	1	3	1	0

Question 12: How satisfied are you with transportation and traffic in Redmond?

Totals may not add up to 100% due to rounding.

Table 15**Satisfaction with Parks, Trails and Open Spaces**

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Very satisfied	52%	51%	48%	58%
Satisfied	38	40	40	33
Neither satisfied nor dissatisfied	4	3	6	4
Dissatisfied/ Very Dissatisfied	4	2	3	3
Don't know	3	4	3	2

Question 15: How satisfied are you with the parks, trails and open spaces in Redmond?

Totals may not add up to 100% due to rounding.

Table 16**Satisfaction with Parks Programs and Events**

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Very satisfied	43%	40%	38%	38%
Satisfied	40	42	43	42
Neither satisfied nor dissatisfied	10	6	9	10
Dissatisfied/ Very Dissatisfied	2	3	2	4
Don't know	6	9	8	6

Question 16: How satisfied are you with parks programs and events in Redmond?

Totals may not add up to 100% due to rounding.

Table 17
Things to Improve the Park System—Amount of Emphasis

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Purchasing land for parks				
More	33%	35%	43%	44%
OK as is	53	48	48	44
Less	11	12	5	9
Don't know	3	5	4	3
Enhancements				
More	52%	48%	60%	51%
OK as is	38	40	31	40
Less	6	7	5	3
Don't know	4	6	4	6
Maintenance of the current parks				
More	25%	21%	18%	15%
OK as is	72	75	78	82
Less	<1	1	3	1
Don't know	3	3	1	2
Maintenance of flowers along city streets				
More	11%	9%	15%	16%
OK as is	78	83	79	76
Less	10	7	4	7
Don't know	2	1	2	1
Teen programs or events				
More	27%	26%	45%	53%
OK as is	48	34	30	29
Less	1	3	1	1
Don't know	24	37	24	17
Programs or events for seniors				
More	18%	17%	29%	27%
OK as is	59	52	39	49
Less	1	2	2	1
Don't know	23	28	31	23
Developing existing parklands				
More	38%	42%		
OK as is	53	47		
Less	6	7		
Don't know	3	4		

Question 17A-17H: Should the city put more or less emphasis on the following areas of the following areas of the parks system?

Totals may not add up to 100% due to rounding.

Table 18
Environmental Controls

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Controlling the height of new houses/ apartments/ condos				
More	38%	46%	43%	46%
OK as is	48	39	46	40
Less	11	11	9	12
Don't know	3	4	2	2
Limiting how much of a lot is covered by a home				
More	36%	38%	44%	38%
OK as is	44	38	41	42
Less	12	15	11	13
Don't know	7	9	5	7
Tree preservation in residential areas				
More	36%	35%	60%	48%
OK as is	48	47	33	39
Less	13	15	6	11
Don't know	3	3	1	2

Question 19C-19E: Should the city put more or less emphasis on the following areas of residential development qualities?

Totals may not add up to 100% due to rounding.

Table 19
Human Services Areas—Amount of Emphasis

(Base)	2004 (400)	2002 (419)	2000 (400)	1998 (400)
Building community partnerships				
More	39%	43%	50%	58%
OK as is	50	47	40	36
Less	3	4	3	3
Don't know	8	6	7	3
Education or publicity about existing programs				
More	44%	46%	57%	51%
OK as is	51	48	38	44
Less	2	2	2	3
Don't know	3	4	3	2
Funding to help agencies provide services to residents in need				
More	48%	45%	55%	52%
OK as is	43	39	35	39
Less	3	5	4	3
Don't know	7	10	6	6

Question 20A-20C: Should the city put more or less emphasis on the following areas of human services?

Totals may not add up to 100% due to rounding.

Table 20
Effects of Growth

(Base)	2004 (400)	2002 (419))	2000 (400)	1998 (400)
Been harmful to the quality of life in Redmond	39%	40%	45%	44%
Improved the quality of life in Redmond	34	31	36	36
Had no effect on the quality of life in Redmond	19	19	9	15
Don't know	8	10	10	5

Question 22: Redmond has experienced a great deal of growth in recent years . Do you feel this growth has...?

Totals may not add up to 100% due to rounding.

Table 21
Main Challenges Facing Redmond

(Base)	2004 (400)	2002 (419)	2000 (400)
Transportation:			
Traffic congestion	40%	43%	54%
Inadequate road system	13	6	14
Public transportation	8	12	10
Traffic flow through the city	7	4	4
Long-term planning for traffic	2	1	1
Pedestrian safety	2		
Speeding/other violations	2		
Parking/difficult to find a space	1		
Growth:			
Growth (general)	15%	17%	25%
Too much building	8	6	12
Overpopulation/Too densely populated	11	9	11
Rising housing costs	5	6	10
City must control or manage growth	6	9	5
Preserving parks and open spaces	4	4	3
Schools too crowded	1	1	3
Maintain small town feel	3		
More support/funding for schools	1		
Too many apartments	2	1	2
Increasing demands for service (police, fire)	2	4	0
Environmental concerns	1	3	5
Problems with Microsoft (traffic/buildings)	1	1	4
Youth programs	1	2	3
Tax increases	5	2	3
Increased criminal activity	2	2	3
Water supply	0	1	2
Appropriate housing	0	2	0
Economic:			
Jobs	0	2	0
Economic challenge	0	3	0
Other	7%	12%	4%
Don't know / not sure	6	5	4

Question 24: Thinking about all we have talked about, or any other issues, what do you think will be the one or two main challenges that Redmond will face within the next five years?

Totals may not add up to 100% due to rounding.